

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(f)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 21, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.3	24,410
2	THE BLUE AND THE GRAY-PT1(S)	26.9	22,410
3	BLUE AND THE GRAY-PT 2(S)	25.7	21,410
4	BLUE AND THE GRAY-PT 3(S)	24.9	20,740
4	DALLAS	24.9	20,740
6	M*A*S*H	24.7	20,580
7	THREE'S COMPANY	22.7	18,910
8	DYNASTY	22.6	18,830
9	MAGNUM, P.I.	22.2	18,490
10	GLORIA#	22.0	18,330
10	NEWHART	22.0	18,330
12	LOVE BOAT	21.8	18,160
13	JEFFERSONS#	21.7	18,080
14	9 TO 5	20.9	17,410
15	ARCHIE BUNKER'S PLACE#	20.7	17,240
16	ONE DAY AT A TIME#	20.6	17,160
16	SPECIAL MOVIE PRSNT-CBS(S)	20.6	17,160
18	FALCON CREST	20.4	16,990
19	LAVERNE & SHIRLEY	19.9	16,580

TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	18.1	39,560
2	THE BLUE AND THE GRAY-PT1(S)	17.0	36,980
3	BLUE AND THE GRAY-PT 2(S)	16.4	35,730
4	M*A*S*H	16.4	35,670
5	BLUE AND THE GRAY-PT 3(S)	15.9	34,770
6	ABC SUNDAY NIGHT MOVIE	15.1	33,040
7	THREE'S COMPANY	14.9	32,610
8	HAPPY DAYS	14.9	32,570
9	LAVERNE & SHIRLEY	14.9	32,430
10	LOVE BOAT	14.8	32,300
11	DALLAS	14.8	32,210
12	MAGNUM, P.I.	14.6	31,860
13	GLORIA#	14.4	31,390
14	FALL GUY	14.4	31,370
15	MATT HOUSTON#	14.1	30,670
16	JEFFERSONS#	14.0	30,470
17	ARCHIE BUNKER'S PLACE#	13.9	30,250
18	KNIGHT RIDER	13.8	30,110

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.3	19,240
2	DALLAS	20.6	17,750
3	THE BLUE AND THE GRAY-PT1(S)	20.0	17,270
4	BLUE AND THE GRAY-PT 3(S)	19.3	16,670
5	DYNASTY	19.2	16,600
6	LOVE BOAT	19.0	16,380
7	GLORIA#	18.9	16,350
8	M*A*S*H	18.8	16,220
9	JEFFERSONS#	18.7	16,130
10	BLUE AND THE GRAY-PT 2(S)	18.7	16,120
11	ARCHIE BUNKER'S PLACE#	18.1	15,590
12	ONE DAY AT A TIME#	17.1	14,800
13	THREE'S COMPANY	16.9	14,580
14	FALCON CREST	16.7	14,450
15	NEWHART	16.7	14,400
16	9 TO 5	16.4	14,190
17	SPECIAL MOVIE PRSNT-CBS(S)	16.3	14,070
18	TRAPPER JOHN, M.D.#	16.2	14,020
19	MAGNUM, P.I.	16.0	13,820

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.0	17,140
2	BLUE AND THE GRAY-PT 2(S)	20.2	15,680
3	THE BLUE AND THE GRAY-PT1(S)	19.8	15,400
4	BLUE AND THE GRAY-PT 3(S)	18.2	14,170
5	ABC SUNDAY NIGHT MOVIE	16.3	12,690
5	CBS NFL FTBL GM1#	16.3	12,690
7	M*A*S*H	16.2	12,600
8	GLORIA#	15.2	11,840
9	MAGNUM, P.I.	15.1	11,780
10	ARCHIE BUNKER'S PLACE#	14.9	11,550
11	FALL GUY	14.3	11,100
12	NEWHART	14.2	11,010
13	HILL STREET BLUES	14.0	10,900
14	MATT HOUSTON#	13.8	10,770
15	DALLAS	13.5	10,510
16	JEFFERSONS#	13.3	10,330
17	CBS SAT. NIGHT MOVIE	13.2	10,280
18	THAT'S INCREDIBLE	13.1	10,190

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 21, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DYNASTY	19.7	10,670
2	M*A*S*H	19.0	10,300
3	ABC SUNDAY NIGHT MOVIE	17.6	9,540
4	THREE'S COMPANY	17.6	9,510
5	LOVE BOAT	17.2	9,290
6	9 TO 5	17.1	9,270
7	LAVERNE & SHIRLEY	16.8	9,090
8	JEFFERSONS#	16.6	8,990
9	NEWHART	16.3	8,820
10	SPECIAL MOVIE PRSNT-CBS(S)	16.2	8,790
11	HAPPY DAYS	16.2	8,760
12	BLUE AND THE GRAY-PT 2(S)	16.1	8,740
13	THE BLUE AND THE GRAY-PT1(S)	16.0	8,680
14	HART TO HART	16.0	8,650
15	FANTASY ISLAND#	16.0	8,640
16	DALLAS	15.8	8,570
16	60 MINUTES	15.8	8,570
18	BLUE AND THE GRAY-PT 3(S)	15.6	8,460
19	ONE DAY AT A TIME#	15.2	8,230

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.4	9,120
2	DALLAS	28.4	7,540
3	GLORIA#	28.1	7,450
4	THE BLUE AND THE GRAY-PT1(S)	28.0	7,410
5	ARCHIE BUNKER'S PLACE#	27.8	7,370
6	JEFFERSONS#	25.0	6,640
7	BLUE AND THE GRAY-PT 3(S)	24.7	6,560
8	FALCON CREST	24.3	6,440
9	MAGNUM, P.I.	22.6	6,000
10	LITTLE HOUSE NW BEGINNING	22.6	5,980
10	ONE DAY AT A TIME#	22.6	5,980
12	LOVE BOAT	22.0	5,840
13	BLUE AND THE GRAY-PT 2(S)	21.9	5,800
14	TRAPPER JOHN, M.D.#	20.9	5,530
15	FATHER MURPHY	19.7	5,210
16	M*A*S*H	19.3	5,120
17	LORETTA LYNN-BIG APPLE(S)	19.2	5,080
18	REAL PEOPLE	18.5	4,900
19	SIMON & SIMON#	18.1	4,810

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	19.3	10,070
2	BLUE AND THE GRAY-PT 2(S)	18.4	9,590
3	CBS NFL FTBL GM1#	17.0	8,900
4	60 MINUTES	17.0	8,880
5	BLUE AND THE GRAY-PT 3(S)	16.3	8,490
6	M*A*S*H	16.0	8,360
7	HILL STREET BLUES	15.8	8,270
8	THE BLUE AND THE GRAY-PT1(S)	15.8	8,250
9	FALL GUY	15.3	8,010
10	TAXI	13.5	7,030
11	NEWHART	13.2	6,920
12	CBS SAT. NIGHT MOVIE	13.2	6,890
13	DYNASTY	13.1	6,840
14	KNIGHT RIDER	12.9	6,730
14	MATT HOUSTON#	12.9	6,730
16	GLORIA#	12.8	6,690
17	MAGNUM, P.I.	12.7	6,620
18	CBS NFL FTBL GM 2#	12.7	6,610

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.2	6,530
2	THE BLUE AND THE GRAY-PT1(S)	28.5	5,770
3	BLUE AND THE GRAY-PT 2(S)	24.3	4,920
4	ARCHIE BUNKER'S PLACE#	23.0	4,670
5	MAGNUM, P.I.	23.0	4,660
6	BLUE AND THE GRAY-PT 3(S)	22.9	4,650
7	DALLAS	22.0	4,460
8	GLORIA#	21.6	4,370
9	JEFFERSONS#	18.7	3,800
10	FALCON CREST	18.4	3,730
11	GEORGE BURNS-SEX SYMBOLS(S)	18.0	3,640
12	M*A*S*H	17.9	3,620
13	NEWHART	17.4	3,530
14	20/20	17.2	3,480
15	LOVE BOAT	17.1	3,460
16	CBS EVENING NEWS-RATHER	16.9	3,420
17	DUKES OF HAZZARD	16.8	3,410
18	SIMON & SIMON#	16.8	3,400
19	MATT HOUSTON#	16.3	3,310

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN		
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11										
*EVENING																																				
ABC MONDAY NIGHT MOVIE										7	201	202	A	18.2	29	1516	1635	690	225	712	286	486	444	357	166	628	252	417	363	278	162	194	131	101	68^	
MON. 9.00P 120 ABC FF										99	99	B	16.8	27	1399	1610	643	246	691	260	443	413	357	188	692	280	469	430	338	175	145	71	82	57		
9.00 - 9.30												A	17.5	26	1458	1690	707	213	726	282	481	440	355	185	636	222	392	357	309	196	185	119	143	104		
9.30 - 10.00												A	17.6	26	1466	1675	677	215	701	274	489	452	360	152	636	256	432	364	283	157	211	145	127	93		
10.00 - 10.30												A	19.0	31	1583	1601	675	236	702	292	484	442	352	157	617	271	425	362	251	144	198	133	84	49^		
10.30 - 11.00												A	18.7	32	1558	1580	694	231	713	291	482	446	363	166	625	260	420	366	271	153	190	130	52^	28^		
ABC NEWSBRIEF-M-F										39	189	187	A	16.9	26	1408	1737	707	263	756	283	476	439	348	214	592	236	391	331	273	160	186	89	203	147	
MON. 8.58P 1 ABC N										96	95	B	15.7	24	1308	1722	693	276	747	286	473	415	344	219	601	228	390	352	289	168	183	80	191	139		
1 TU & F 9.58P										1																										
WED. 9.57P										2																										
1 THU. 10.05P										2																										
2 TUTHF 9.58P										1																										
ABC NEWSBRIEF-SAT.										7	193	190	A	22.1	37	1841	1813	807	318	908	281	537	487	464	301	517	163	298	305	258	174	180	111	208	159	
1 SAT. 10.05P 1 ABC N										96	95	B	18.5	32	1541	1795	778	317	849	278	492	436	404	305	580	207	345	332	273	192	167	94	199	147		
2 SAT. 9.58P										1																										
ABC NEWSBRIEF-SUN.										8	192	193	A	20.5	31	1708	1957	686	275	743	364	559	481	319	139	781	368	607	520	358	135	222	87	211	146	
1 SUN. 10.00P 2 ABC N										96	96	B	19.1	29	1591	1878	699	292	746	312	511	464	357	175	808	342	577	526	387	178	178	64	146	101		
2 SUN. 9.58P										2																										
ABC SPORTS UPDATE-SAT										8	197	191	A	18.0	30	1499	1755	749	277	816	235	467	412	444	286	602	159	345	351	353	197	173	76^	164	131	
SAT. 8.58P 1 ABC SN										98	97	B	16.4	28	1366	1735	701	279	769	220	429	402	398	285	673	227	409	387	337	213	120	56	173	121		
ABC SPORTS UPDATE-SUN										8	197	196	A	18.6	27	1549	2121	728	287	787	344	569	479	362	187	753	327	566	530	373	142	204	47^	377	260	
1 SUN. 9.03P 1 ABC SN										99	98	B	16.5	25	1374	1946	702	321	782	284	485	436	380	241	767	294	539	510	395	177	160	49	237	163		
2 SUN. 8.35P										1																										
ABC SUNDAY NIGHT MOVIE										7	201	201	A	19.8	31	1649	2004	689	287	747	356	577	497	337	126	770	369	612	533	355	118	223	77	264	188	
1 SUN. 8.00P 215 ABC FF										99	99	B	18.9	30	1574	1929	713	304	768	334	556	492	376	154	803	349	598	540	392	155	191	66	167	121		
2 SUN. 9.00P 134																																				
8.00 - 8.30												A	17.6	26	1466	2308	733	310	796	427	651	522	319	117^	764	416	635	574	318	81^	222	72^	526	343		
8.30 - 9.00												A	18.3	26	1524	2308	710	319	771	411	651	531	332	88^	771	434	660	588	312	74^	261	79^	505	336		
9.00 - 9.30												A	19.4	28	1616	2110	712	299	783	367	593	510	357	146	814	371	639	574	391	132	205	68^	308	215		
9.30 - 10.00												A	20.3	30	1691	2066	702	288	779	374	593	502	345	143	792	352	608	535	382	141	219	75	276	202		
10.00 - 10.30												A	21.0	32	1749	1931	687	275	740	346	568	491	330	129	772	366	608	516	358	129	240	85	179	129		
10.30 - 11.00												A	20.3	34	1691	1849	658	259	699	310	523	477	328	126	769	359	607	516	359	127	224	82	157	125		
11.00 - 11.30												A	19.0	38	1583	1822	646	329	701	357	586	475	313	84^	656	361	567	475	273	55^	247	81^	218	165		
ABC WORLD NEWS TONIGHT										40	200	201	A	12.4	21	1033	1566	699	185	742	182	341	346	363	321	629	189	322	321	298	249	73	38^	122	70	
M-F 8.30P 30 ABC N										99	99	B	12.1	22	1008	1539	689	199	734	177	349	345	366	317	628	180	341	331	316	241	71	39	106	66		
ABC WRLD NEWS TONIGHT-SUN										6	164	158	A	8.8	15	716	1698	836	228	868	211	396	370	373	416	649	153^	323	347	282	282	41^	29^	140^	57^	
SUN. 8.30P 30 ABC N										87	86	B	7.6	14	633	1703	818	249	856	245	434	395	376	381	665	167	331	351	314	290	45	23	137	97		
ALICE										6	197		A	10.0	15	833	1539	664	334	801	208^	405	370	388	362	438	127^	209^	170^	191^	205^	168^	108^	132^	83^	
1 WED. 9.00P 30 CBS CS										98		B	13.5	20	1125	1582	671	263	756	226	384	370	359	312	505	190	286	263	202	179	140	83	181	123		
ARCHIE BUNKER'S PLACE										7	198		A	20.7	31	1724	1755	834	283	904	228	409	409	412	427	671	221	356	333	302	273	102^	41^	78^	59^	
2 SUN. 8.13P 30 CBS CS										99		B	19.1	30	1591	1636	746	256	803	196	350	350	350	398	617	193	304	283	263	272	91	50	125	80		
BENSON										5	202	201	A	18.1	27	1341	1581	739	259	786	235	394	377	353	321	494	157	293	277	254	168	139	67^	162	128	
FRI. 8.00P 30 ABC CS										99	99	B	15.9	27	1324	1708	760	276	816	254	444	410	380	314	529	183	329	311	261	165	160	74	203	148		
THE BLUE AND THE GRAY-PT1(S)										203		A	26.9	40	2241	1650	743	279	770	171	388	401	423	330	687	159	368	394	378	258	88^	37^	105^	69^		
CONT'D																																				

DALLAS			8	202	205	A 24.9 40 2074	1553	780	287	856	246	414	396	396	363	508	168	284	244	219	216	64	42^	125	76
FRI.	9.00P	60	CBS	GD	99 99	B 24.2 40 2016	1609	822	295	887	255	428	415	402	385	517	174	274	253	225	212	72	42	133	83
	9.00 - 9.30					A 24.6 39 2049	1568	781	287	858	247	410	393	393	367	498	164	257	235	212	213	71	44^	141	81
	9.30 - 10.00					A 25.2 41 2099	1534	778	288	852	243	415	401	400	359	514	167	269	253	229	216	58	40^	110	70
DEVILIN CONNECTION				7	194	A 7.9 14 658	1400	665	169^	675	129^	332^	273^	331^	327^	499	145^	277^	276^	266^	149^	100^	63^	126^	74^
1 SAT.	10.00P	60	NBC	GD	98	B 9.8 18 816	1625	749	285	826	249	480	416	423	294	535	161	304	310	294	176	141	52	123	86
	10.00 - 10.30					A 8.1 14 675	1359	674	181^	674	117^	330^	277^	334^	329^	475	144^	271^	248^	238^	151^	94	62^	116^	72^
	10.30 - 11.00					A 7.7 14 641	1424	652	154^	666	138^	326^	263^	322^	325^	523	145^	282^	302^	295^	150^	102^	62^	133^	75^
D. HENNING MAGIC-BROADWAY(S)				202		A 12.7 20 1058	1348	576	193^	601	178^	306	268	292	270	597	196^	380	314	291	173^	105^	71^	45^	20^
1 SUN.	10.00P	60	NBC	GV	99	A 12.9 19 1075	1342	595	197^	617	165^	288	287	330	279	576	190^	354	307	285	167^	99^	56^	50^	25^
	10.00 - 10.30					A 12.4 20 1033	1354	558	189^	583	192^	325	248	253	258	620	201^	409	322	302	180^	111^	86^	40^	14^
	10.30 - 11.00																								
DIFF'RENT STROKES-SAT.			8	200	195	A 16.8 28 1399	2034	709	268	775	250	407	382	332	281	529	207	303	279	210	159	269	141	461	364
SAT.	8.00P	30	NBC	CS	99 96	B 14.9 26 1241	1976	730	253	800	257	423	366	320	308	531	187	294	267	218	187	250	121	395	290
DUKES OF HAZZARD			8	200	203	A 16.4 27 1366	1783	578	205	644	161	273	266	299	321	500	136	218	198	233	250	121	50^	518	276
FRI.	8.00P	60	CBS	CS	99 99	B 16.7 29 1391	1862	626	219	672	180	313	320	310	302	544	175	276	255	250	231	142	64	504	273
	8.00 - 8.30					A 15.2 25 1266	1788	571	198	640	157	265	261	292	324	485	133	206	188	221	247	120	47^	543	287
	8.30 - 9.00					A 17.6 29 1466	1771	581	209	646	163	278	269	306	317	509	138	223	204	241	252	121	52^	495	263
DYNASTY			4	202	202	A 22.6 36 1883	1576	800	345	882	370	567	509	399	230	522	248	364	285	216	133	97	59^	75	36^
WED.	10.00P	60	ABC	GD	99 99	B 23.5 39 1958	1547	791	331	874	355	550	481	390	243	518	237	361	309	221	122	87	55	68	40
	10.00 - 10.30					A 22.3 35 1858	1582	790	338	873	362	559	506	399	226	520	242	363	283	221	131	104	62^	85	39^
	10.30 - 11.00					A 22.9 38 1908	1564	807	350	888	375	572	513	401	233	519	251	361	286	208	132	92	57^	65	32^
FACTS OF LIFE			5	202	197	A 17.5 26 1458	1889	746	284	802	262	449	412	336	304	428	125	239	212	198	157	247	161	212	133
WED.	9.00P	30	NBC	CS	99 99	B 18.6 28 1549	1753	747	270	812	288	465	416	336	291	455	161	271	235	194	154	267	167	219	156

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %				18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
EVENING CONT'D																																		
FALCON CREST										7	202	203	A 20.4	37	1699	1467	777	267	850	196	391	383	455	378	480	123	217	207	252	220	69^	45^	68^	45^
FRI. 10.00P 60 CBS GD										99	99	B 19.6	35	1633	1480	803	261	853	215	391	392	423	378	476	142	246	223	229	195	77	49	74	56	
10.00 - 10.30												A 20.7	36	1724	1475	774	263	848	196	388	379	447	379	483	129	216	201	247	227	74	52^	70	44^	
10.30 - 11.00												A 20.2	37	1683	1443	776	271	847	195	390	382	457	378	471	116	215	208	255	211	58^	35^	67^	47^	
FALL GUY										4	200	198	A 19.4	30	1616	1941	662	255	698	266	475	452	372	149	687	307	495	391	326	149	242	94	314	225
1 WED. 8.00P 120 ABC A										99	98	B 20.2	31	1683	1840	654	257	703	267	462	433	357	171	663	285	467	391	317	161	210	76	264	187	
2 WED. 9.00P 60																																		
8.00 - 8.30												A 17.3	28	1441	2070	646	269	677	269	486	412	368	147^	696	296	499	393	346	149^	269	94^	428	312	
8.30 - 9.00												A 19.8	31	1649	2076	644	258	672	270	490	426	363	132^	710	319	521	400	347	140^	259	92^	435	317	
9.00 - 9.30												A 19.0	28	1583	1901	664	247	701	258	463	466	375	148	688	308	496	396	323	152	239	96	273	192	
9.30 - 10.00												A 20.9	32	1741	1835	667	253	708	267	469	461	373	158	662	301	475	377	304	148	223	89	242	170	
FAME										8	202	203	A 14.5	22	1208	1757	644	277	711	272	487	432	327	181	544	251	413	330	235	109	258	150	244	193
1 THU. 8.36P 54 NBC GD										99	99	B 13.5	21	1125	1832	666	256	742	326	509	418	298	187	529	240	377	319	225	121	261	162	300	223	
2 THU. 8.00P 60																																		
8.00 - 8.30												A 13.9	22	1158	1801	625	242	712	285	499	405	328	166^	530	225	403	311	249	98^	288	157^	271	234	
8.30 - 9.00												A 14.5	22	1208	1743	661	253	706	276	473	419	315	191	502	225	369	294	221	107	269	157	266	207	
9.00 - 9.30												A 15.3	23	1274	1704	627	343	707	252	489	469	337	172^	623	315	490	407	245	119^	197	127^	177^	127^	
FAMILY TIES										7	202	196	A 14.5	22	1208	1668	745	305	811	294	492	437	323	270	443	136	262	227	197	151	244	167	170	110
WED. 9.30P 30 NBC CS										99	99	B 15.7	24	1308	1749	769	300	834	309	484	423	333	287	516	196	318	266	208	170	246	160	153	110	
FANTASY ISLAND										5	200		A 19.1	33	1591	1732	784	354	862	317	542	498	417	226	523	194	352	329	251	131^	167	82^	180	150^
2 SAT. 10.00P 60 ABC A										98		B 15.4	28	1283	1675	731	315	799	310	502	455	370	230	551	229	358	320	235	154	160	98	165	135	
10.00 - 10.30												A 19.3	33	1608	1712	777	342	854	322	536	488	402	226	518	195	349	329	250	126^	157	83^	183	155	
10.30 - 11.00												A 18.9	34	1574	1744	790	365	868	310	548	508	433	226	525	192	351	330	251	134^	175	79^	176	144^	
FATHER MURPHY										5	205	206	A 14.4	22	1200	1782	772	216	825	168	292	340	361	435	602	194	315	241	225	256	97^	52^	258	137
TUE. 8.00P 60 NBC GD										99	99	B 13.9	22	1158	1708	767	233	820	181	305	342	364	424	543	157	260	224	220	256	96	52	249	155	
8.00 - 8.30												A 13.9	21	1158	1820	765	216	817	164	291	346	364	422	637	210	337	253	234	269	95^	55^	271	147	
8.30 - 9.00												A 14.8	22	1233	1749	784	217	836	171	292	338	362	448	574	178	294	228	219	250	95^	48^	244	129	
FILTHY RICH										6	196		A 10.4	16	866	1602	614	329	763	250^	423	362	364	305	514	166^	310	266^	277	175^	175^	119^	150^	107^
1 WED. 9.30P 30 CBS CS										99		B 13.2	20	1100	1584	667	269	743	242	415	407	360	265	520	214	323	304	218	153	162	102	159	106	
GAVILAN										3	202	201	A 11.2	17	933	1594	740	226	783	229	456	422	377	278	585	218	376	324	260	183	91^	42^	135	79^
TUE. 9.00P 60 NBC A										99	99	B 12.0	18	1000	1549	712	274	747	200	392	393	392	281	604	193	381	353	312	194	98	36	100	58	
9.00 - 9.30												A 10.8	16	900	1573	739	203	780	228	437	406	363	292	574	210	360	308	246	189	83^	32^	136	83^	
9.30 - 10.00												A 11.7	18	975	1592	728	244	774	229	468	431	381	260	583	220	382	331	266	174	102^	53^	133	78^	
GEORGE BURNS-SEX SYMBOLS(S)										203		A 16.0	24	1333	1600	706	249	766	150^	328	374	424	355	550	75^	243	266	320	273	113^	39^	171^	126^	
1 MON. 9.00P 60 NBC GV										99		A 14.9	22	1241	1591	690	250	747	162^	313	364	403	345	529	76^	208	233	297	284	102^	31^	213	154^	
9.00 - 9.30												A 17.1	26	1424	1600	716	246	777	139^	337	383	440	361	566	73^	272	293	339	262	123^	47^	134^	102^	
9.30 - 10.00																																		
GIMME A BREAK										7	193		A 13.1	22	1091	1986	701	208^	764	180^	429	353	386	288	570	171^	326	318	286	192^	229	114^	423	270
1 SAT. 9.00P 30 NBC CS										99		B 13.8	24	1150	1966	731	248	805	256	470	407	354	280	529	195	321	303	236	169	251	118	381	263	
GLORIA										7	199		A 22.0	33	1833	1712	802	302	892	274	432	399	372	405	647	245	367	334	276	239	96^	36^	77^	47^
2 SUN. 8.43P 30 CBS CS										99		B 19.2	29	1599	1637	760	280	829	230	393	380	358	378	573	190	296	286	244	238	90	59	145	93	
GOLD MONKEY										7	202		A 12.4	19	1033	1750	561	205^	623	234	371	354	291	182^	555	219^	329	275	273	182^	212^	90^	360	260
2 WED. 8.00P 60 ABC A										98		B 16.1	25	1341	1870	621	282	660	275	447	408	320	164	647	282	471	425	301	140	225	88	338	246	
8.00 - 8.30												A 12.1	19	1008	1721	572	209^	634	231^	372	349	292	202^	553	210^	321	275	271	186^	187^	76^	347	256	
8.30 - 9.00												A 12.7	19	1058	1769	550	199^	610	237	370	352	288	166^	552	227	336	274	272	175^	234	103^	373	267	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	PROG. NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
GREATEST AMERICAN HERO						4	195	193	A	8.9	14	741	1768	616	219	679	278	447	389	288	173	504	184	327	336	258	145	154	96	431	320		
FRI. 9.00P 60 ABC A						99	97	B	9.2	15	766	1956	655	279	700	293	483	425	317	160	610	219	421	409	327	146	208	108	438	326			
9.00 - 9.30								A	9.1	15	758	1755	618	204	677	265	435	385	298	180	495	181	318	321	246	151	162	104	421	312			
9.30 - 10.00								A	8.5	14	708	1819	627	239	695	294	469	400	288	171	525	189	343	361	276	141	148	88	451	336			
HAPPY DAYS						6	207	205	A	19.6	30	1633	1994	653	236	706	349	536	437	261	134	509	242	385	293	217	100	347	208	432	315		
TUE. 8.00P 30 ABC CS						99	99	B	19.7	30	1641	1978	707	282	771	383	571	449	291	156	470	243	354	280	174	95	300	167	437	308			
HART TO HART						6	203	201	A	18.4	31	1533	1597	796	323	854	315	565	509	426	230	565	277	404	351	218	125	102	58	76	44		
TUE. 10.00P 60 ABC PD						99	99	B	18.7	31	1558	1621	766	316	843	342	576	487	396	215	577	266	411	359	235	128	132	70	69	45			
10.00 - 10.30								A	18.8	31	1566	1600	798	327	856	323	568	515	421	224	554	271	402	334	217	119	109	63	81	48			
10.30 - 11.00								A	18.0	31	1499	1588	795	320	853	307	561	503	430	237	571	281	402	367	216	128	91	51	73	41			
HILL STREET BLUES						8	213	215	A	18.0	30	1499	1636	684	314	738	303	526	463	355	175	727	339	552	502	332	133	121	59	50	44		
1 THU. 10.30P 60 NBC OP						99	99	B	18.7	31	1558	1671	696	323	755	329	540	482	364	163	746	345	569	510	351	134	124	54	46	30			
2 THU. 10.00P 60																																	
10.00 - 10.30								A	19.0	31	1583	1639	679	246	719	293	506	456	387	170	708	338	519	460	313	133	165	94	47	36			
10.30 - 11.00								A	17.8	29	1483	1624	663	310	718	298	515	454	350	166	734	353	574	518	329	120	125	57	47	42			
11.00 - 11.30								A	17.6	32	1466	1608	720	389	785	314	555	476	328	201	716	303	531	503	352	156	56	21	51	48			
IT TAKES TWO						6	202	199	A	16.8	26	1399	1622	723	263	800	250	440	407	334	302	427	141	244	235	172	140	222	151	173	134		
1 THU. 9.37P 30 ABC CS						99	99	B	17.0	26	1416	1616	704	258	776	268	435	371	332	288	472	161	278	260	214	149	209	136	159	119			
2 THU. 9.30P 30																																	
JEFFERSONS						7		197	A	21.7	32	1808	1685	767	330	892	336	497	389	345	368	571	246	330	279	206	209	116	54	106	45		
2 SUN. 9.13P 30 CBS CS							99		B	20.0	30	1666	1703	764	300	845	240	409	390	361	378	551	192	298	284	239	209	147	84	160	103		
JOANIE LOVES CHACHI						7	207	205	A	13.5	21	1125	1793	614	174	642	226	378	340	278	212	461	188	275	265	182	140	357	212	333	236		
1 THU. 8.37P 30 ABC CS						99	99	B	14.3	23	1191	1834	607	192	643	242	383	358	279	201	484	191	316	286	214	130	300	175	407	289			
2 THU. 8.00P 30																																	
KNIGHT RIDER						7	200	200	A	16.5	27	1374	2191	633	256	688	238	466	436	379	171	664	239	489	442	366	136	331	117	508	405		
FRI. 9.00P 60 NBC A						97	97	B	15.1	25	1258	2148	673	288	720	266	485	458	374	174	715	281	504	453	361	159	314	95	399	311			
9.00 - 9.30								A	16.1	26	1341	2227	638	262	690	240	467	432	381	174	666	243	490	439	367	140	346	119	525	411			
9.30 - 10.00								A	16.8	27	1399	2159	629	248	686	239	466	436	376	168	663	236	493	447	367	132	316	113	494	397			
KNOTS LANDING						7		194	A	16.4	27	1366	1351	689	244	813	285	417	389	371	311	457	154	262	263	236	160	63	28	18	8		
2 THU. 10.00P 60 CBS GD							99	B	17.0	28	1416	1419	782	265	853	283	470	435	408	303	432	149	258	234	205	149	76	37	58	41			
10.00 - 10.30								A	16.1	26	1341	1386	686	241	803	283	409	375	352	312	458	169	290	291	243	165	76	24	19	9			
10.30 - 11.00								A	16.7	28	1391	1311	693	247	825	288	425	403	390	311	426	139	236	237	228	154	45	28	15	6			
LAVERNE & SHIRLEY						6	206	205	A	19.9	30	1658	1956	665	255	718	350	550	460	290	121	493	221	375	305	227	86	380	235	365	275		
TUE. 8.30P 30 ABC CS						99	99	B	20.0	30	1666	1984	696	294	774	387	573	445	293	155	471	246	363	289	175	88	353	203	386	279			
LITTLE HOUSE NW BEGINNING						8	213	213	A	17.7	27	1474	1743	845	275	887	233	417	415	401	406	434	110	199	212	218	197	138	79	284	184		
MON. 8.00P 60 NBC GD						99	99	B	17.6	27	1466	1814	855	288	921	259	448	417	396	421	479	143	246	234	216	204	141	86	273	174			
8.00 - 8.30								A	17.2	26	1433	1761	847	274	895	240	420	419	400	409	437	113	199	209	222	198	134	67	295	184			
8.30 - 9.00								A	18.2	27	1516	1718	839	276	876	227	412	409	402	402	429	106	194	213	211	198	142	88	271	183			
LORETTA LYNN-BIG APPLE(S)						203			A	14.2	24	1183	1314	729	185	757	111	264	304	407	429	481	81	180	185	255	267	15	12	61	27		
1 MON. 10.00P 60 NBC GV						99			A	14.6	24	1216	1324	721	197	751	118	262	306	390	424	489	76	174	189	270	278	21	15	63	34		
10.00 - 10.30								A	13.8	24	1150	1301	734	170	761	102	265	303	423	434	469	86	184	183	236	252	10	10	61	20			
10.30 - 11.00																																	
LOVE BOAT						7	203	199	A	21.8	37	1816	1779	810	323	902	265	512	463	457	322	504	150	267	281	247	191	171	104	202	147		
1 SAT. 9.00P 120 ABC CS						99	98	B	20.0	34	1666	1776	798	310	874	270	490	439	422	325	553	191	313	298	252	196	149	86	200	149			
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17) CHILDREN (2-11)													
HOUSEHOLD AUDIENCES										TOTAL FEM. TOTAL 6-11													
K E Y										TOTAL PERSONS OF HOUSE WOM.													
AVG. AUD. SHARE %										18-34 18-49 25-54 35-64 55+													
AVG. AUD. (0,000)										18-34 18-49 25-54 35-64 55+													
WK # DAY										TOTAL 34 49 54 64 55+													
START TIME DUR NET TYPE										TOTAL 34 49 54 64 55+													
WK 1 WK 2										TOTAL 34 49 54 64 55+													
EVENING CONT'D																							
NBC NIGHTLY NEWS-SAT. 7 155 157										A 9.9 18 825 1532 692 268 709 144^ 318 278 348 339 651 136^ 340 328 320 282 70^ 36v 102^ 59^													
SAT. 6.30P 30 NBC N 87 86										B 9.7 19 808 1551 707 219 752 149 307 277 339 394 587 128 278 270 296 267 84 44 128 88													
NBC NIGHTLY NEWS-SUN. 5 174										A 9.6 17 800 1591 741 219^ 779 218^ 345 299^ 240^404 584 147^ 274^264^ 232^283^ 82^ 28v 146^ 101^													
1 SUN. 6.30P 30 NBC N 86										B 7.5 14 625 1594 693 239 750 211 350 303 282 354 650 148 323 331 314 284 70 16 124 81													
NBC NIGHTLY NEWS 40 206 207										A 11.7 20 975 1468 697 209 731 138 299 304 358 377 599 116 263 266 304 298 65 24^ 73 51^													
M-F 6.30P 30 NBC N 99 99										B 10.8 20 900 1530 716 219 761 156 317 309 360 392 614 141 265 265 292 303 76 34 79 52													
NBC SPORTS RINGSIDE(S) 190										A 10.3 17 858 1460 453 139^ 463 137^ 258^301 299 135^ 819 329 552 488 416 182^ 120^ 30v 58v 54v													
2 SAT. 9.00P 120 NBC SE 96										A 10.1 16 841 1600 473 173^ 498 192^ 284^299 269^141^ 789 324 541 470 401 165^ 214^ 80^ 99^ 88^													
9.00 - 9.30										A 9.8 16 816 1468 450 151^ 468 160^ 248^280^ 267^144^ 822 352 556 479 388 179^ 111^ 45v 67v 58v													
9.30 - 10.00										A 10.5 18 875 1375 454 122^ 454 105^ 252^312 334 135^ 817 330 553 482 414 182^ 77^ LT 27v 27v													
10.00 - 10.30										A 11.0 20 916 1372 426 108^ 426 91^ 247^311 321 115^ 825 302 542 506 446 196^ 79^ LT 42v 42v													
10.30 - 11.00																							
NBC SUNDAY NIGHT MOVIE 5 198										A 17.1 24 1424 1777 728 225 746 277 458 375 360 256 563 202 375 312 253 153^ 264 200 204 152^													
1 SUN. 8.00P 120 NBC FF 99										B 17.6 27 1466 1751 718 286 765 292 510 445 377 208 638 280 443 375 281 154 235 123 113 87													
8.00 - 8.30										A 15.3 22 1274 1838 710 229 748 294 465 349 329 259 528 201 348 279 218 149^ 320 219 242 178^													
8.30 - 9.00										A 17.8 25 1483 1794 731 216 742 285 471 395 350 245 536 197 369 296 239 136^ 285 218 231 182													
9.00 - 9.30										A 18.2 25 1516 1742 719 221 732 263 441 359 368 260 592 207 395 335 273 160 234 185 184 135^													
9.30 - 10.00										A 17.3 25 1441 1713 738 231 752 265 450 392 387 256 582 198 373 332 273 163^ 220 174 159^ 114^													
NEW ODD COUPLE 4 201 198										A 14.9 24 1241 1637 743 269 782 242 389 378 359 303 514 182 323 320 262 145 130 58^ 211 176													
FRI. 8.30P 30 ABC CS 99 99										B 14.8 24 1233 1688 745 303 809 257 432 410 374 301 547 196 349 338 270 159 142 68 190 155													
NEWHART 4 200 200										A 22.0 33 1833 1614 732 309 786 268 481 463 362 260 600 252 377 323 248 192 117 44^ 111 77													
MON. 9.30P 30 CBS CS 99 99										B 22.6 33 1883 1599 734 300 793 267 468 453 369 270 585 240 366 327 254 184 114 47 107 68													
NEWSBREAK-M-F 39 182 185										A 17.0 26 1416 1666 693 252 747 197 375 368 385 310 589 182 329 291 292 229 131 60 199 134													
1 MWF 8.58P 1 CBS N 93 93										B 16.0 25 1333 1720 689 258 750 231 406 388 359 282 558 190 324 296 263 200 160 74 252 159													
1 TUE. 8.47P 1																							
1 THU. 9.34P 1																							
2 MTU THF 8.58P 1																							
2 WED. 8.54P 2																							
NEWSBREAK-SAT. 8 191 186										A 11.9 20 991 2058 720 175 747 191 405 371 393 292 597 192 377 338 329 189 202 83^ 512 325													
SAT. 8.57P 2 CBS N 95 94										B 12.0 20 1000 2054 705 215 744 218 429 393 374 271 602 218 382 337 310 189 205 64 503 334													
NEWSBREAK-SUN. 8 192 188										A 21.4 31 1783 1684 756 291 846 253 421 379 369 374 630 208 334 336 303 241 92 34^ 116 62^													
1 SUN. 8.51P 1 CBS N 95 95										B 18.6 28 1549 1656 756 286 831 233 404 384 366 369 583 179 298 300 277 238 95 57 147 87													
2 SUN. 9.11P 2																							
9 TO 5 6 207 206										A 20.9 32 1741 1674 741 259 815 346 532 452 318 223 502 221 345 285 209 110 200 103 157 112													
TUE. 9.30P 30 ABC CS 99 99										B 20.7 31 1724 1820 742 302 928 361 555 461 344 214 542 247 389 328 228 118 252 133 198 149													
ONE DAY AT A TIME 7 199										A 20.6 31 1716 1597 752 298 862 321 479 404 340 348 538 227 320 275 208 185 130^ 58^ 67^ 33v													
2 SUN. 9.43P 30 CBS CS 99										B 19.8 30 1649 1656 763 290 848 242 431 411 374 363 537 194 305 288 235 189 139 85 132 92													
POWERS OF MATTHEW STAR 9 199 199										A 13.4 22 1116 1959 718 298 752 225 462 413 433 227 586 179 363 349 348 188 259 120 362 301													
FRI. 8.00P 60 NBC GD 96 97										B 12.4 22 1033 1968 715 299 771 267 476 433 404 228 628 224 417 370 335 177 249 107 320 247													
8.00 - 8.30										A 13.0 22 1083 1914 716 288 751 228 454 398 419 234 566 166 344 331 343 183 241 113 356 290													
8.30 - 9.00										A 13.8 22 1150 1987 718 304 749 218 467 425 447 221 598 187 375 363 353 189 275 126 365 307													
PRIVATE BENJAMIN 7 195 196										A 15.0 22 1250 1804 853 255 693 251 415 382 310 229 554 235 366 285 232 155 267 130 290 198													
MON. 8.30P 30 CBS CS 99 99										B 16.0 24 1333 1802 855 276 714 271 451 402 317 211 557 222 382 339 250 146 256 139 275 201													

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PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM	WOMEN					MEN					TEENS (12-17) TOTAL	CHILDREN (2-11) TOTAL			
						WK 1	WK 2						TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+	
WEEKDAY DAYTIME CONT'D																											
ABC DAYTIME NEWSBRIEF-M-F 39 177 177 A 8.2 28 683 1206 804 167 895 401 618 467 375 229 204 111 137 88 48 64 29 29 78 26																											
M-F 1.57P 2 ABC N 94 94 B 8.2 29 683 1244 810 161 935 425 659 480 385 228 192 103 129 91 57 58 39 33 77 22																											
ABC NEWS THIS MORNING-645 39 145 146 A 1.6 14 133 1244 619 134 633 242 384 369 299 189 420 97 209 240 226 165 142 67 38 11																											
1 MTUWF 6.45A 15 ABC N 88 88 B 1.8 16 150 806 415 180 423 147 238 226 210 162 254 66 121 138 124 101 80 11 49 11																											
2 M-F 6.45A 15																											
ALL MY CHILDREN 40 202 202 A 9.4 33 783 1207 786 174 881 392 614 472 376 216 214 109 143 96 56 68 28 27 84 33																											
M-F 1.00P 60 ABC DD 98 98 B 9.4 34 783 1241 820 169 931 433 665 479 381 215 192 99 126 91 58 59 39 29 79 26																											
1.00 - 1.30 A 9.1 32 758 1204 773 173 869 396 611 466 360 212 222 116 151 98 57 69 28 26 85 34																											
1.30 - 2.00 A 9.8 34 816 1186 789 174 879 385 611 474 383 214 201 103 135 92 53 63 25 25 81 30																											
ANOTHER WORLD 40 204 204 A 4.5 17 375 1083 770 125 843 230 355 365 357 403 181 72 117 98 72 53 16 13 43 14																											
M-F 2.00P 60 NBC DD 99 99 B 4.5 17 375 1153 838 149 904 268 403 381 386 424 183 68 100 75 61 77 22 21 44 14																											
2.00 - 2.30 A 4.6 17 383 1073 755 133 841 241 374 363 352 392 178 72 118 96 71 53 13 13 41 11																											
2.30 - 3.00 A 4.5 17 375 1035 761 112 817 216 326 354 345 401 162 64 106 88 61 47 18 13 38 13																											
AS THE WORLD TURNS 45 201 202 A 7.4 26 616 1144 798 95 868 192 372 386 422 430 179 70 95 77 56 73 21 11 76 28																											
M-F 1.30P 60 CBS DD 99 99 B 7.0 26 583 1233 876 129 957 230 428 409 431 468 203 69 97 81 80 96 24 13 49 13																											
1.30 - 2.00 A 7.2 25 600 1153 797 106 872 189 364 379 424 440 187 71 98 83 64 74 17 9 77 28																											
2.00 - 2.30 A 7.5 27 625 1133 807 82 867 194 380 393 423 423 168 67 89 69 50 74 23 13 75 28																											
CAPITOL 45 191 192 A 5.7 21 475 1114 804 94 861 202 375 389 383 417 159 60 71 47 40 83 22 17 72 25																											
M-F 2.30P 30 CBS DD 96 96 B 5.8 22 483 1159 831 159 912 256 460 426 404 391 168 66 85 66 59 78 30 17 49 17																											
CBS EARLY MORNING NEWS 35 118 120 A 1.3 12 108 LT																											

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED AGE GROUP																				
WK #	DAY	START TIME	DUR	NET TYPE	T/C THIS SEASON	NO OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK OF INC. HOUSE WOMEN	18-34					35-54					TOTAL 11M (12-17)	CHILDREN (2-11)					
										AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-34	18-34	18-34	18-34	35-54	35-54	35-54	35-54								
WEEKEND DAYTIME CONT'D																														
ASK NBC NEWS-8:58AM					10	203	203		A	5.1	26	425	1628	187	94	153	122	90	21	108	53	85	70	55	23	417	144	915	286	
SAT. 8:58A	2	NBC	CN	97	97				B	4.9	25	408	1561	226	90	159	187	94	78	59	147	84	101	67	36	41	299	99	864	518
ASK NBC NEWS-10:28AM					10	206	206		A	8.9	34	741	1783	275	16	133	203	168	134	48	192	73	128	109	96	48	340	206	959	602
SAT. 10:28A	2	NBC	CN	99	99				B	7.7	31	641	1744	242	11	159	213	120	89	49	184	102	143	110	72	31	306	152	980	573
ASK NBC NEWS 10:58AM					10	200	202		A	8.0	30	666	1746	203	11	131	150	160	106	32	147	50	92	94	79	44	292	149	1092	740
SAT. 10:58A	2	NBC	CN	96	95				B	6.8	27	566	1710	217	91	137	180	115	80	51	171	96	130	94	65	29	320	144	976	593
ASK NBC NEWS-11:58AM					10	194	193		A	7.1	25	591	1831	351	14	142	239	213	178	73	157	166	254	152	139	103	276	131	847	532
SAT. 11:58A	2	NBC	CN	95	95				B	6.0	23	500	1719	297	122	169	225	153	115	69	300	182	238	158	94	53	358	119	739	440
BEST/KIDS PEOPLE TOO I					10	98	97		A	1.0	4	83	1554	434	181	121	230	228	241	170	289	168	228	109	60	61	493	445	349	146
1 SUN. 9:30A	36	ABC	CL	69	67				B	1.3	6	108	969	250	70	138	233	188	150	49	292	193	230	179	80	LT	146	89	227	137
2 SUN. 9:30A	33								A	1.1	5	92	1478	370	153	88	175	207	227	163	294	174	239	120	65	55	488	445	326	152
9:30 - 10:00																														
BEST/KIDS-PEOPLE TOO II					10	98	97		A	2.0	8	167	1431	455	126	251	329	263	192	109	383	179	252	192	168	60	138	66	449	103
1 SUN. 10:06A	24	ABC	CL	69	67				B	2.1	9	175	1351	335	91	200	258	196	136	65	329	205	251	153	111	51	250	90	401	294
2 SUN. 10:03A	27																													
BUGS BUNNY/ROAD RUNNER 1					3		173		A	3.5	13	292	1692	439	141	239	266	278	157	103	618	431	525	378	141	93	108	LT	527	302
2 SAT. 9:30A	60	CBS	CA			84			B	4.0	16	333	1625	385	156	205	279	267	157	88	405	266	325	244	117	65	205	116	602	331
9:30 - 10:00									A	2.6	10	217	1811	493	184	225	263	343	226	128	627	469	520	341	116	107	143	LT	548	333
10:00 - 10:30									A	4.3	17	358	1634	407	109	249	270	244	119	86	615	414	531	403	153	84	90	LT	522	289
BUGS BUNNY/ROAD RUNNER 2					3		171		A	4.9	18	408	1510	351	111	284	306	178	91	55	389	272	365	302	98	19	127	LT	604	112
2 SAT. 10:30A	60	CBS	CA			84			B	5.7	22	475	1740	452	179	268	367	261	160	120	383	250	320	237	108	54	236	133	603	369
10:30 - 11:00									A	4.7	17	392	1551	390	100	267	291	185	84	68	462	316	422	371	106	40	135	LT	564	303
11:00 - 11:30									A	5.0	18	417	1480	315	120	302	322	169	94	36	327	235	317	240	92	LT	109	LT	648	362
BUGS BUNNY/R RUNNER 1(B)					172				A	3.6	15	300	1870	345	148	195	258	208	140	47	325	200	235	166	86	39	275	92	888	368
1 SAT. 9:30A	60	CBS	CA			83			A	2.8	12	233	2052	481	262	223	381	322	248	48	449	248	334	279	146	55	280	61	804	326
9:30 - 10:00									A	4.4	17	367	1733	248	69	173	173	128	66	47	236	167	167	85	41	28	274	101	937	393
10:00 - 10:30									A	4.8	19	400	1258	218	128	167	167	91	26	98	208	198	198	92	LT	LT	242	125	543	247
BUGS BUNNY/R RUNNER 2(B)					169				A	4.9	19	408	1292	246	121	177	177	85	47	106	199	179	179	74	LT	20	212	97	598	250
1 SAT. 10:30A	60	CBS	CA			83			A	4.7	18	392	1202	181	133	153	153	96	LT	86	212	212	212	110	LT	LT	271	153	480	242
11:00 - 11:30																														
CAPTAIN KANGAROO-SAT					9	127	128		A	.8	11	67	552	74	LT	LT	LT	LT	74	LT	LT	LT	LT	LT	LT	LT	165	90	268	179
1 SAT. 7:00A	60	CBS	CL	82	83				B	1.0	14	83	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
7:00 - 7:30									A	.5	9	42	619	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	190	LT	309	262
7:30 - 8:00									A	1.1	12	92	1185	152	LT	LT	LT	97	120	55	218	LT	65	65	65	153	196	131	619	348
CBS NCAA BASKETBALL					1	181			A	6.8	20	566	1413	432	117	115	122	195	89	234	808	320	551	534	434	139	80	LT	94	90
1 SUN. 1:00	1:00	1:00	1:00	1:00	1:00	1:00	1:00	1:00	B	6.8	20	566	1413	432	117	115	122	195	89	234	808	320	551	534	434	139	80	LT	94	90
1:00 - 1:30									A	5.7	19	475	1343	428	152	160	160	194	70	219	779	353	600	496	396	110	71	39	65	65
1:30 - 2:00									A	6.5	20	541	1331	417	111	98	98	168	70	249	790	235	514	537	488	153	69	LT	55	55
2:00 - 2:30									A	7.4	21	616	1494	408	107	110	110	192	82	216	877	341	571	589	475	138	97	LT	112	112
2:30 - 3:00									A	7.5	21	625	1432	460	99	114	114	202	106	258	789	342	533	527	403	137	76	LT	107	107
CBS NCAA BASKETBALL POST					1	181			A	7.2	20	600	1297	335	80	96	120	172	98	163	803	404	572	519	356	138	64	LT	95	70
1 SUN. 3:15P	1:00	1:00	1:00	1:00	1:00	1:00	1:00	1:00	B	7.2	20	600	1297	335	80	96	120	172	98	163	803	404	572	519	356	138	64	LT	95	70

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED AGE/SEX																						
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD %	AVG SHARE %	AVG AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	WOMEN					MEN					TOTAL					TEEN (13-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
WEEKEND DAYTIME CONT'D																																						
CBS NFL TODAY PRE 3 185 A 7.9 25 658 1609 477 87 477 120 342 304 344 116 901 444 601 576 411 164 149 11 0 0																																						
2 SUN. 12 30P 30 CBS SC 97 B 6.4 21 533 1444 349 64 356 125 241 196 211 98 879 401 564 518 427 181 81 11 129 100																																						
CBS NFL FTBL GM1 2 199 A 18.0 42 1499 1518 355 9 378 89 206 162 214 154 847 396 595 511 366 214 152 28 141 100																																						
2 SUN. 1.00P 185 CBS SE 99 B 16.4 41 1366 1378 345 94 382 99 227 201 226 127 780 336 529 446 358 215 104 24 112 80																																						
1.00 - 1.30 A 13.8 37 1150 1501 312 34 327 76 201 165 204 110 872 440 625 527 357 196 146 19 156 112																																						
1.30 - 2.00 A 16.9 42 1408 1549 372 11 372 79 215 181 220 138 864 426 617 514 355 209 135 22 178 134																																						
2.00 - 2.30 A 17.9 41 1491 1556 395 104 395 84 222 197 247 150 859 417 611 507 359 217 141 15 161 119																																						
2.30 - 3.00 A 18.9 44 1574 1550 343 9 343 59 182 163 220 138 887 417 643 544 389 208 172 28 148 116																																						
3.00 - 3.30 A 19.6 44 1633 1524 344 8 410 111 218 148 212 177 831 375 572 512 370 221 171 37 112 85																																						
3.30 - 4.00 A 20.4 45 1699 1438 355 88 402 104 192 133 197 195 787 334 526 484 360 220 145 39 104 80																																						
CBS NFL FTBL GM 2 2 183 A 14.1 27 1175 1476 417 173 434 98 189 191 230 197 842 327 563 537 414 250 130 34 70 51																																						
2 SUN. 4.00P 190 CBS SE 79 B 15.6 33 1299 1555 446 172 465 109 228 229 255 187 913 393 638 526 427 247 103 35 74 45																																						
4.00 - 4.30 A 12.1 26 1008 1439 324 130 338 82 150 133 196 145 852 348 583 539 409 226 130 38 119 54																																						
4.30 - 5.00 A 13.4 29 1116 1384 327 133 344 75 159 147 195 151 862 352 583 561 404 253 116 32 62 42																																						
5.00 - 5.30 A 13.1 27 1091 1423 380 156 396 78 155 144 205 198 856 346 578 569 416 241 132 39 39 29																																						
5.30 - 6.00 A 13.7 26 1141 1493 422 176 434 68 165 179 230 215 877 335 578 579 433 257 132 53 50 46																																						
6.00 - 6.30 A 14.6 26 1216 1495 438 185 452 105 198 205 226 205 842 307 556 533 447 263 124 18 77 68																																						
6.30 - 7.00 A 15.2 26 1266 1581 471 224 483 149 245 247 250 185 833 326 577 538 424 235 167 38 98 67																																						
CBS SPORTS SATURDAY 4 167 169 A 8.7 21 725 1528 362 119 368 99 194 177 182 147 774 279 502 437 368 241 76 19 310 218																																						
SAT. 4.00P 120 CBS SA 91 92 B 7.3 19 608 1488 377 135 393 104 189 194 192 159 819 295 520 453 378 269 46 11 230 160																																						
4.00 - 4.30 A 7.6 19 633 1381 329 104 337 65 141 157 156 171 743 239 464 405 354 270 87 7 214 127																																						
4.30 - 5.00 A 8.2 20 683 1504 370 130 370 82 181 174 200 154 754 250 489 411 371 259 73 11 327 267																																						
5.00 - 5.30 A 9.0 21 750 1600 376 111 376 109 207 184 181 147 774 262 486 436 395 214 76 24 374 271																																						
5.30 - 6.00 A 10.1 22 841 1568 370 107 376 128 229 167 182 125 806 346 547 478 347 209 84 29 302 194																																						
FACE THE NATION 8 146 130 A 4.0 13 333 976 375 72 375 LT 75 87 132 288 486 134 251 231 229 228 31 17 84 84																																						
SUN. 11.30A 30 CBS CC 91 89 B 3.2 11 267 1191 495 113 511 87 177 193 180 302 541 169 272 256 233 243 62 24 77 57																																						
FLASH GORDON 10 146 134 A 4.9 16 408 1652 271 79 320 159 208 172 110 90 268 177 233 155 56 35 300 179 764 518																																						
SAT. 12.30P 30 NBC CA 82 69 B 4.0 14 333 1804 338 110 379 200 279 178 128 91 320 166 265 195 119 49 296 127 809 555																																						
FLINTSTONE FUNNIES 10 197 197 A 3.9 28 325 1545 267 87 279 180 220 105 99 50 198 75 124 115 123 55 234 85 834 573																																						
SAT. 8.00A 30 NBC CA 96 96 B 3.5 27 292 1597 223 74 250 145 171 96 101 47 182 75 112 123 98 32 215 87 950 590																																						
GARY COLEMAN SHOW 10 200 202 A 8.1 31 675 1801 202 116 213 83 150 162 116 31 180 74 128 108 90 41 351 200 1057 718																																						
SAT. 10.30A 30 NBC CA 96 95 B 7.1 28 591 1707 209 92 234 128 174 114 84 50 171 96 133 98 65 27 316 156 986 605																																						
GILLIGAN'S PLANET 4 185 183 A 2.8 12 233 1927 358 164 370 207 311 266 150 38 503 177 382 270 278 121 247 54 807 562																																						
SAT. 9.00A 30 CBS CA 96 96 B 2.7 12 225 1622 299 116 305 134 233 221 140 52 386 146 271 179 206 107 273 103 658 446																																						
HULK/SPIDERMAN 1 10 194 192 A 6.9 26 575 1826 261 136 261 87 162 173 147 66 281 106 195 144 129 86 304 176 980 646																																						
SAT. 11.00A 30 NBC CA 95 94 B 6.1 24 508 1761 237 92 268 137 190 141 92 58 246 135 190 136 90 49 349 136 898 537																																						
HULK/SPIDERMAN 2 10 194 193 A 7.4 26 616 1883 369 149 369 172 266 215 169 67 356 164 262 172 147 94 268 130 890 589																																						
SAT. 11.30A 30 NBC CA 95 95 B 6.3 24 525 1792 294 116 317 167 224 160 116 64 299 179 242 167 97 50 368 124 808 487																																						
IN THE NEWS- 8.26AM 10 170 170 A 2.2 14 183 1579 240 88 256 76 103 87 180 115 400 33 291 258 329 109 120 17 803 486																																						
SAT. 8.26A 3 CBS CA 81 80 B 2.4 17 200 1484 213 68 215 69 148 119 141 55 227 102 173 188 119 33 222 38 820 495																																						
IN THE NEWS- 8.56AM 10 181 176 A 2.4 12 200 1690 249 124 264 120 169 191 144 29 529 110 439 329 395 90 186 17 711 456																																						
SAT. 8.56A 3 CBS CA 91 91 B 3.1 16 258 1528 232 115 252 88 163 151 127 63 297 135 226 181 146 55 193 65 786 459																																						
IN THE NEWS- 9.26AM 10 185 183 A 2.7 12 225 1996 392 187 414 222 338 268 174 52 521 206 401 271 271 120 287 70 774 530																																						
SAT. 9.26A 3 CBS CA 96 96 B 3.5 16 292 1476 290 124 307 144 209 168 135 70 316 169 222 152 122 78 170 79 683 382																																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		WK		START TIME		DUR		NET		PROG. TYPE		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY GENDER, AGE, AND ETHNICITY																				
																	TOTAL																				
WK # DAY		START TIME		DUR		NET		PROG. TYPE		NO. OF STATIONS & PROGRAM COVERAGE		K E Y		HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.					WOMEN					MIN					TOTAL					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																		
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (7-11)										
													TOTAL	18-34	15-49	25-54	35-64	55+	TOTAL	18-34	15-49	25-54	35-64	55+	TOTAL	12-17	TOTAL	6-11							
WEEKEND DAYTIME CONT'D																																			
PAC-MAN/RASCALS/RICHIE-3 SAT.					9	196	195	A	8.6	34	716	1797	217	72	217	86	118	110	99	86	160	72	99	67	59	41	353	195	1007	600					
					99	99	B	8.6	36	716	1875	169	69	192	96	135	115	77	45	124	71	105	80	47	12	371	167	1188	802						
PANDANIUM SAT.					4	181	176	A	2.5	13	208	1596	197	101	111	101	135	149	110	33	486	102	379	277	356	107	173	LT	726	472					
					91	91	B	2.7	15	225	1537	157	46	165	71	129	135	94	LT	344	89	242	200	243	83	274	91	754	482						
SCHOOLHOUSE ROCK-8.25AM SAT.					9	174	174	A	4.0	26	333	1625	205	139	119	122	192	106	166	127	138	70	91	91	47	47	164	75	1004	554					
					93	93	B	3.9	27	325	1726	155	98	197	79	110	90	106	78	109	37	70	73	69	36	219	54	1201	742						
SCHOOLHOUSE ROCK-10.56AM SAT.					9	187	187	A	5.5	21	458	1692	211	106	214	98	135	141	76	57	257	106	130	135	119	68	330	182	891	578					
					97	97	B	5.6	22	466	2028	268	160	333	168	219	185	120	73	239	144	174	122	77	42	341	181	1115	699						
SCHOOLHOUSE ROCK-11.54AM SAT.					9	191	188	A	6.5	23	541	1632	275	111	292	151	192	156	95	83	158	49	99	106	93	52	324	151	858	618					
					95	94	B	5.9	22	491	1723	240	120	303	155	212	143	98	76	233	117	177	136	98	38	323	190	864	559						
SCHOOLHOUSE ROCK-10.26AM SUN.					10	98	97	A	1.8	7	150	1267	393	133	393	220	313	259	153	80	280	180	233	112	53	47	147	80	447	126					
					69	67	B	2.1	9	175	1242	313	103	377	245	285	216	100	56	270	180	215	116	75	51	206	68	389	273						
SCOOBY & SCRAPPY/PUPPY-1 SAT.					9	191	188	A	6.3	23	525	1634	218	97	220	80	107	139	108	73	183	90	121	93	73	54	351	179	880	612					
					95	94	B	5.8	23	483	1774	247	130	305	166	213	158	96	75	202	117	154	108	71	39	304	180	963	613						
SCOOBY & SCRAPPY/PUPPY-2 SAT.					9	191	188	A	7.1	25	591	1655	231	110	250	115	154	152	91	80	172	71	112	106	86	51	353	173	880	628					
					95	94	B	6.4	24	533	1751	234	121	298	154	212	147	98	74	219	118	170	133	87	35	322	193	912	586						
SHIRT TALES					10	203	202	A	4.9	26	408	1645	191	49	191	99	160	117	92	20	127	61	105	93	66	22	395	142	932	602					
SAT. 8.30A 30 NBC CA					97	97	B	4.5	25	375	1603	227	84	247	152	186	99	77	49	159	90	112	77	43	37	305	97	892	540						
SMURFS I SAT.					10	206	206	A	6.8	30	566	1797	243	185	250	104	169	163	146	42	151	57	95	88	85	40	430	148	966	593					
					99	99	B	6.5	30	541	1725	245	126	273	169	211	118	85	48	160	83	115	86	62	33	278	102	1014	581						
SMURFS II SAT.					10	206	206	A	8.1	32	675	1732	275	201	207	110	196	162	157	52	163	58	111	100	88	40	366	153	916	575					
					99	99	B	7.6	32	611	1706	264	114	288	169	220	124	101	53	160	92	123	88	55	29	267	108	991	559						
SMURFS III SAT.					10	206	206	A	9.6	38	800	1769	262	164	279	136	203	155	122	46	183	66	119	105	95	46	335	190	972	619					
					99	99	B	8.5	34	708	1770	244	112	271	158	213	117	90	49	175	97	134	103	69	30	312	147	1012	601						
SPEED BUGGY SAT.					10	170	169	A	2.0	14	167	1647	252	113	264	60	96	102	204	120	360	17	277	258	299	83	184	LT	839	522					
					81	80	B	2.2	17	183	1494	180	80	184	39	133	141	140	36	215	76	172	190	133	LT	242	47	853	552						
SPORTS BEAT 2 SUN.					4	116		A	3.1	6	258	1151	348	132	406	69	131	204	166	202	663	175	380	380	395	190	24	24	58	LT					
					68		B	3.7	9	308	1336	501	228	551	134	277	287	261	243	621	156	333	320	390	231	68	33	96	48						
SPORTSWORLD-SAT					6	168	170	A	4.7	11	392	1472	309	122	337	66	153	196	223	117	688	309	479	382	293	178	163	43	284	184					
1 SAT.					4	00P	90	NBC	SA	88	88	B	5.2	14	433	1666	474	188		538	201	311	300	224	168	770	320	515	428	348	202				
2 SAT.					4	00P	90	NBC	SA	88	88	A	5.0	13	417	1055	245	125		245	187	294	225	196	185	223	67	86	63						
					4	30						A	4.2	10	350	1677	335	111		346	93	180	208	213	86	784	351	544	423	332	203				
					4	30						A	5.0	12	417	1544	345	144		381	74	164	224	250	148	724	343	533	434	316	162				
SUNDAY MORNING					8	166	166	A	5.2	23	433	1286	575	145	577	97	193	258	287	317	531	134	279	333	290	192	19	LT	159	74					
SUN. 9.00A 90 (R) N					94	94	B	4.8	23	400	1340	554	151	576	129	217	250	262	300	597	187	346	406	306	189	21	LT	146	79						
9.00 - 9.30							A	4.7	24	392	1158	502	97	502	79	145	192	247	310	477	102	263	319	257	158	16	LT	163	67						
9.30 - 10.00							A	5.5	24	458	1354	626	139	629	83	233	305	351	324	543	131	279	340	327	203	24	LT	158	51						
10.00 - 10.30							A	5.3	21	441	1349	594	194	601	129	199	271	256	323	571	163	298	345	290	211	16	LT	161	106						
SUPERFRIENDS					9	174	174	A	3.5	25	292	1551	209	137	318	119	188	106	162	130	130	65	85	85	51	45	140	58	963	514					
SAT. 8.00A 30 ABC (A)					93		B	3.2	24	267	1747	180	114	226	96	135	103	117	81	115	38	75	71	73	37	196	51	1210	744						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1982 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF HOUSE WOM.		TOTAL		VIEWERS PER 1000					VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12 17)		CHILDREN (2 11)	
		</																																							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 8, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

19,990
24.0

23,570
28.3

THAT'S INCREDIBLE
(OP)

ABC MONDAY NIGHT MOVIE
THE FIRST TIME

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR

15,330
18.4
28
17.1

17.7*
27*
16.2

19.2*
29*
19.4

15,910
19.1
30
18.8

18.4*
27*
18.1

18.5*
28*
18.3

20.1*
33*
20.1

19.4*
33*
18.8

TOTAL AUDIENCE
(Households (000) & %)

14,490
17.4

13,580
16.3

21,660
26.0

16,410
22.1

16,830
20.2

SQUARE PEGS

PRIVATE BENJAMIN
(OP)

M*A*S*H

NEWHART

CAGNEY & LACEY

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR

11,910
14.3
22
14.2

12,250
14.7
22
14.4

19,160
23.0
34
21.7

16,330
19.6
29
24.3

13,410
16.1
27
15.9

16.2*
26*
16.4

16.0*
27*
16.4

15.7

TOTAL AUDIENCE
(Households (000) & %)

17,160
20.6

19,160
23.0

14,490
17.4

LITTLE HOUSE NW BEGINNING
(OP)

GEORGE BURNS SEX SYMBOLS
(OP)

LORETTA LYNN 8 Q APPLE

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR

14,080
16.9
26
16.4

16.6*
25*
16.8

17.2*
26*
17.1

13,330
16.0
24
14.5

14.9*
22*
15.2

17.1*
26*
16.9

14.2*
24*
14.9

14.6*
24*
14.2

14.0
13.6

TOTAL AUDIENCE
(Households (000) & %)

19,660
23.6

21,660
28.4

THAT'S INCREDIBLE
(OP)

ABC MONDAY NIGHT MOVIE
I, DESIRE
(SUS-OP)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR

15,660
18.8
28
17.3

17.8*
27*
18.4

19.7*
29*
19.6

14,330
17.2
27
16.7

16.6*
24*
16.4

16.6*
25*
16.8

17.8*
29*
17.7

17.9*
31*
18.0

17.8

TOTAL AUDIENCE
(Households (000) & %)

14,160
17.0

14,330
17.2

25,240
30.3

21,910
26.3

19,240
23.1

SQUARE PEGS

PRIVATE BENJAMIN
(OP)

M*A*S*H

NEWHART

CAGNEY & LACEY

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR

12,080
14.5
22
14.2

12,740
15.3
22
14.8

21,910
26.3
38
24.7

20,240
24.3
36
27.9

15,160
18.2
31
18.8

18.5*
30*
18.1

17.9*
31*
18.2

17.6

TOTAL AUDIENCE
(Households (000) & %)

18,490
22.2

18,910
22.7

LITTLE HOUSE NW BEGINNING
(OP)

NBC MONDAY NIGHT MOVIES
DRESSED TO KILL
(SUS-OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR

15,330
18.4
27
17.0

16.8*
27*
16.6

19.1*
28*
18.9

10,830
13.3*
19*
14.0

12.5*
19*
12.5

13.5*
22*
13.3

12.6*
22*
13.6

11.9

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30	WK 31	WK 32	WK 33	WK 34	WK 35	WK 36	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52
(See Def. 1)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE. MON. NOV. 15, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. NOV. 9, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	{	TOTAL AUDIENCE (Households (000) & %)					18,990 22.8			18,490 22.2			22,070 26.5			20,080 24.1			20,240 24.3
		ABC TV					HAPPY DAYS			LAVERNE & SHIRLEY			THREE'S COMPANY			9 TO 5 (OP)			HART TO HART
		AVERAGE AUDIENCE (Households (000) & %)					16,490 19.8			16,740 20.1			19,830 23.8			18,330 22.0			16,160 19.4
		SHARE OF AUDIENCE %					30			31			36			34			34 *
AVG. AUD. BY ¼ HR. %							18.5			21.1			22.9			24.8			22.3
																			21.8
																			19.4
																			19.5
																			19.3
																			19.2
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					22,320 26.8												
		CBS TV					CBS TUESDAY NIGHT MOVIES THE SCARLET PIMPERNEL (OP)												
		AVERAGE AUDIENCE (Households (000) & %)					13,080 15.7			15.9*			15.4*			15.3*			15.5*
		SHARE OF AUDIENCE %					25			24 *			24 *			23 *			24 *
AVG. AUD. BY ¼ HR. %							16.4			15.4			15.2			15.1			15.6
																			15.3
																			16.3
																			16.2
																			16.3
																			15.2
W E E K 1	{	TOTAL AUDIENCE (Households (000) & %)					14,990 18.0							14,740 17.7					12,410 14.9
		NBC TV					FATHER MURPHY (OP)			GAVILAN (SUS-OP)			ST. ELSEWHERE						
		AVERAGE AUDIENCE (Households (000) & %)					12,080 14.5			14.0*			15.1*			12.6			13.2*
		SHARE OF AUDIENCE %					22			22 *			23 *			19			21 *
AVG. AUD. BY ¼ HR. %							13.9			14.1			15.2			12.4			13.3
																			13.1
																			12.3
																			12.2
																			12.5
																			12.0
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					18,990 22.8			17,910 21.5			19,830 23.8			18,080 21.7			18,490 22.2
		ABC TV					HAPPY DAYS			LAVERNE & SHIRLEY			THREE'S COMPANY			9 TO 5 (OP)			HART TO HART
		AVERAGE AUDIENCE (Households (000) & %)					16,160 19.4			16,410 19.7			17,990 21.6			16,490 19.8			14,490 17.4
		SHARE OF AUDIENCE %					30			29			31			30			28
AVG. AUD. BY ¼ HR. %							18.1			20.7			20.0			20.7			19.8
																			19.8
																			19.5
																			17.6
																			17.3
																			16.4
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					16,660 20.0							29,740 35.7					
		CBS TV					BRING 'EM BACK ALIVE (OP)			BLUE AND THE GRAY-PT 2									
		AVERAGE AUDIENCE (Households (000) & %)					12,410 14.9			14.0*			15.8*			25.7			24.9*
		SHARE OF AUDIENCE %					23			22 *			24 *			40			36 *
AVG. AUD. BY ¼ HR. %							14.1			13.9			15.0			24.4			25.3
																			25.8
																			26.0
																			26.2
																			26.4
																			25.1
W E E K 2	{	TOTAL AUDIENCE (Households (000) & %)					15,490 18.6							11,160 13.4					11,080 13.3
		NBC TV					FATHER MURPHY (OP)			GAVILAN (OP)			ST. ELSEWHERE						
		AVERAGE AUDIENCE (Households (000) & %)					11,830 14.2			13.8*			14.5*			9.8			10.1*
		SHARE OF AUDIENCE %					22			21 *			22 *			14			15 *
AVG. AUD. BY ¼ HR. %							13.8			13.9			14.8			9.5			10.4
																			9.8
																			10.4
																			9.7
																			9.8
																			10.3
																			10.3
TV HOUSEHOLDS USING TV			WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17
(See Def. 1)			62.5	63.9	64.8	65.1	65.1	66.0	65.6	65.9	64.9	62.8	59.9	59.3	57.7	54.6			
			62.4	63.9	64.3	65.7	66.3	67.2	68.4	69.3	67.0	66.9	64.2	62.4	60.0	57.8			

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE. TUE. NOV. 16, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.10, 1982

NATIONAL TV AUDIENCE ESTIMATES																		
		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	27,410 32.9 FALL GUY (OP) 25,070 30.1 DYNASTY																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	17,580 21.1	17.3*			19.8*				22.9*		24.4*		21,490 25.8	25.6*		26.0*	
	SHARE OF AUDIENCE %	33	28 *			31 *				31 *		37 *		43	41 *		44	
	AVG. AUD. BY ¼ HR. %	16.5	18.2	19.2		20.3			22.8	23.0	24.0	24.8		25.3	25.8	26.2	25.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	14,080 16.9 SEVEN BRIDES/SEVEN BROS. (OP) 9,330 11.2 ALICE 9,910 11.9 FILTHY RICH 10,410 12.5 TUCKER'S WITCH																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	9,750 11.7	11.6*			11.8*				8,330 10.0		8,660 10.4		7,830 9.4	9.8*		9.1*	
	SHARE OF AUDIENCE %	19	19 *			19 *				15		16		16	16 *		15 *	
	AVG. AUD. BY ¼ HR. %	11.6	11.5	11.8		11.9			9.5	10.5	10.6	10.2		9.9	9.7	9.1	9.0	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	17,990 21.6 REAL PEOPLE (OP) 15,990 19.2 FACTS OF LIFE 13,990 16.8 FAMILY TIES (OP) 15,990 19.2 QUINCY, M.E.																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	13,580 16.3	15.9*			16.7*				14,740 17.7		12,580 15.1		12,910 15.5	15.3*		15.7*	
	SHARE OF AUDIENCE %	26	26 *			26 *				27	17.8	23	15.3	26	25 *		27 *	
	AVG. AUD. BY ¼ HR. %	15.1	16.7	16.4		17.1			17.7		15.0	15.3	15.0	15.6	15.6	15.5	15.8	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	17,990 21.6 REAL PEOPLE (OP) 15,990 19.2 FACTS OF LIFE 13,990 16.8 FAMILY TIES (OP) 15,990 19.2 QUINCY, M.E.																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	10,330 12.4	12.1*			12.7*				13,410 16.1	15.0*	17.3*		16,160 19.4	19.0*		19.8*	
	SHARE OF AUDIENCE %	19	19 *			19 *				24	22 *	26 *		30	29 *		32 *	
	AVG. AUD. BY ¼ HR. %	12.3	12.0	12.5		12.8			14.3	15.6	16.7	17.8		18.7	19.3	19.7	20.0	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	30,820 37.0 BLUE AND THE GRAY-PT 3 (OP)																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	20,740 24.9	23.2*			24.1*				25.0*		25.9*			26.4*		24.9*	
	SHARE OF AUDIENCE %	38	36 *			36 *				37 *		39 *			41 *		40 *	
	AVG. AUD. BY ¼ HR. %	23.2	23.3	23.9		24.3			24.8	25.1	25.8	26.1		26.3	26.5	26.3	23.6	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	18,080 21.7 REAL PEOPLE (OP) 16,160 19.4 FACTS OF LIFE 12,740 15.3 FAMILY TIES (SUS-OP) 13,080 15.7 QUINCY, M.E.																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	14,080 16.9	15.9*			17.9*				14,330 17.2		11,580 13.9		10,500 12.6	12.6*		12.5*	
	SHARE OF AUDIENCE %	26	24 *			27 *				25		21		20	19 *		20 *	
	AVG. AUD. BY ¼ HR. %	15.0	16.8	17.9		17.9			16.8	17.6	14.2	13.6		12.4	12.8	12.7	12.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	59.8	60.8	61.7	62.1	61.6	62.3	62.7	64.7	65.7	67.0	65.4	65.3	62.6	62.0	59.7	58.0
		WK. 2	61.5	62.8	62.8	63.6	64.6	65.3	66.3	67.0	67.0	68.2	67.1	67.3	65.3	64.7	63.8	61.2

TV HOUSEHOLDS USING TV	WK. 1	59.8	60.8	61.7	62.1	61.6	62.3	62.7	64.7	65.7	67.0	65.4	65.3	62.6	62.0	59.7	58.0
(See Def. 1)	WK. 2	61.5	62.8	62.8	63.6	64.6	65.3	66.3	67.0	67.0	68.2	67.1	67.3	65.3	64.7	63.8	61.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.WED. NOV.17, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU NOV 11, 1982

TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
NBC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
ABC TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TOTAL AUDIENCE (Households (000) & %)																			
CBS TV																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE THU NOV 18, 1982

NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI NOV 12, 1982

NATIONAL TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR %	{		{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG AUD BY ¼ HR %	{		{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	58.5	60.2	59.9	61.2	60.2	61.5	61.6	62.3	62.5	62.2	61.8	60.7	57.3	57.2	55.6	54.3	
		WK. 2	55.8	57.1	56.1	57.7	58.5	60.1	60.7	61.6	62.4	62.7	62.9	62.2	56.2	56.1	54.7	53.1	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.FRI. NOV.19, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.13, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV		WK 1	55.7	56.0	56.6	57.6	58.6	58.6	59.2	58.8	60.1	60.4	59.0	57.9	56.4	55.9	54.3
(See Def. 1)		WK 2	58.0	58.1	59.5	60.0	61.1	60.9	61.7	61.6	61.9	61.7	60.8	58.5	57.8	56.5	55.7

U.S. TV Households: 83,300,000

(1) NCAA FOOTBALL GAME, ABC, MULTI-SEGMENT TELECAST

(2) NCAA FOOTBALL POST, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SAT. NOV.20, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.13, 1982

TIME	11 00	11:15	11:30	11:45	12:00	12 15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 5,410
(Households (000) & %) { 6.5

ABC TV

ABC
WEEKEND
REPORT
SAT

AVERAGE AUDIENCE { 5,160
(Households (000) & %) { 6.2
SHARE OF AUDIENCE % 13
AVG. AUD. BY ¼ HR. % 6.2

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

CBS SAT. NIGHT MOVIE
EVERY WHICH WAY BUT LOOSE(R)
(9:00-11:30PM)

AVERAGE AUDIENCE {
(Households (000) & %) { 18.5*
SHARE OF AUDIENCE % 37*
AVG. AUD. BY ¼ HR. % 19.5 17.4

TOTAL AUDIENCE { 10,750
(Households (000) & %) { 12.9

NBC TV

SATURDAY NIGHT
(11:30-12:53AM)
(SUSTAINING 12:53-1:00AM)

AVERAGE AUDIENCE { 5,750
(Households (000) & %) { 6.9 7.9* 7.2* 5.2*
SHARE OF AUDIENCE % 21 20* 24* 21*
AVG. AUD. BY ¼ HR. % 8.0 7.8 7.8 6.7 5.5 4.7

TOTAL AUDIENCE { 4,330
(Households (000) & %) { 5.2

ABC TV

ABC
WEEKEND
SAT

AVERAGE AUDIENCE { 4,250
(Households (000) & %) { 5.1
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 5.1

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE { 10,660
(Households (000) & %) { 12.8

NBC TV

SATURDAY NIGHT
(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE { 6,160
(Households (000) & %) { 7.4 8.0* 7.4* 6.6*
SHARE OF AUDIENCE % 22 20* 23* 23*
AVG. AUD. BY ¼ HR. % 7.9 8.0 7.5 7.3 6.8 5.9

TV HOUSEHOLDS USING TV WK. 1	51.0	47.8	41.4	37.4	32.2	28.6	25.7	23.5	21.8	19.5	17.1	14.5	13.3	11.8	10.2	9.3
(See Def. 1) WK. 2	50.8	47.6	40.8	37.7	33.6	31.2	28.9	26.7	23.0	20.5	18.3	16.6	14.7	13.3	11.4	10.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.SAT. NOV.20, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,740 17.7				29,990 36.0											
	ABC TV		RIPLEY'S BELIEVE IT-NOT										ABC SUNDAY NIGHT MOVIE SUPERMAN II (8:00-11:30PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	11,330 13.6	13.1*		14.2*	18.9	16.4*		18.1*		18.1*		18.1*		20.1*		19.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	21	20 *		21 *	29	26 *		26 *		26 *		27 *		31 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	30,070 36.1				33,240 39.9											
	CBS TV		60 MINUTES										HIGH AND THE GRAY-PT 1 (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	25,320 30.4	29.4*		31.4*	26.9	25.5*		26.1*		27.6*		28.4*		27.5*		26.1*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	46	45 *		47 *	40	37 *		37 *		39 *		41 *		41 *		42 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	10,750 12.9				21,490 25.8								13,240 15.9			
	NBC TV		VOYAGERS										NBC SUNDAY NIGHT MOVIE THE BLUE LAGOON (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	7,500 9.0	8.2*		9.7*	17.1	15.3*		17.8*		18.2*		17.3*	10,580 12.7	12.9*		12.4*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	14	13 *		14 *	24	22 *		25 *		25 *		25 *	20	19 *		20 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	16,180 19.4				19,740 23.7				24,160 29.0							
	ABC TV		RIPLEY'S BELIEVE IT-NOT										ABC SUNDAY NIGHT MOVIE ESCAPE FROM ALCATRAZ (9:00-11:14PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	11,330 13.6	13.2*		14.0*	18.6	17.5*		19.8*	17,740 21.3	19.8*		21.6*		21.7*		21.5*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	21	20 *		21 *	28	26 *		29 *	34	29 *		32 *		34 *		37 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	30,070 36.1				18,990 22.8	22,240 26.7		19,990 24.0	19,080 22.9			19,910 23.9				
	CBS TV		(1) (-OP)	60 MINUTES (7:13-8:13PM) (OP)(-OP)										ARCHIE BUNKER'S PLACE (8:13-9:43PM) (OP)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	23,410 28.1			28.7*	17,240 20.7	18,330 22.0		18,080 21.7	17,160 20.6			16,160 19.4				19.7*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	42			43 *	31	33		32	31			33				33 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	12,740 15.3				14,910 17.9			20,160 24.2								
	NBC TV		VOYAGERS										CHIPS (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	9,080 10.9	10.1*		11.7*	13.7	13.2*		14.3*	11,910 14.3			15.5*		14.3*		12.0*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	%	17	16 *		17 *	20	20 *		21 *	22			23 *		22 *		21 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	66.1	67.2	67.6	68.0	68.4	69.7	70.9	71.4	71.4	71.4	71.4	71.4	71.4	71.4	71.4	71.4
		WK 2	65.7	67.2	67.3	67.6	67.5	67.8	67.4	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5	67.5

U.S. TV Households: 83,300,000

(1) CBS NFL FTBL GM2, CBS, VARIOUS TEAMS AND TIMES, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE. SUN. NOV. 21, 1982

TIME	11.00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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	TOTAL AUDIENCE (Households (000) & %)		{			3,250 3.9													
	ABC TV		{	ABC SUNDAY NIGHT MOVIE SUPERMAN(R) (8:00-11:35PM) (SUSTAINING 11:35-11:17PM)		ABC WEEKEND REPORT SUN													
	AVERAGE AUDIENCE (Households (000) & %)		{	19.0*		2,920 3.5													
	SHARE OF AUDIENCE		%	38 *		11													
	AVG. AUD. BY ¼ HR.		%	19.2 18.8 19.1		3.5													
W	TOTAL AUDIENCE (Households (000) & %)		{	6,000 7.2															
E	CBS TV		{	SUNDAY NEWS-OSGOOD															
E	AVERAGE AUDIENCE (Households (000) & %)		{	5,830 7.0															
K	SHARE OF AUDIENCE		%	13															
	AVG. AUD. BY ¼ HR.		%	7.0															
1	TOTAL AUDIENCE (Households (000) & %)		{	1,500 1.8															
	NBC TV		{	NBC LATE NIGHT MOVIE FOR LADIES ONLY (11:30-12:17AM) (SUSTAINING 12:17-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)		{	1,000 1.2		1.1*													
	SHARE OF AUDIENCE		%	4		3 *													
	AVG. AUD. BY ¼ HR.		%	1.0		1.1 1.3 1.3													
	TOTAL AUDIENCE (Households (000) & %)		{	2,750 3.3															
	ABC TV		{	(1) (2)															
	AVERAGE AUDIENCE (Households (000) & %)		{	2,670 3.2															
	SHARE OF AUDIENCE		%	8															
	AVG. AUD. BY ¼ HR.		%	22.2 3.2 3.0															
W	TOTAL AUDIENCE (Households (000) & %)		{	5,660 6.8															
E	CBS TV		{	(3) CBS SUNDAY NEWS-OSGOOD (11:13-11:28PM) (OP)															
E	AVERAGE AUDIENCE (Households (000) & %)		{	5,250 6.3															
K	SHARE OF AUDIENCE		%	14															
	AVG. AUD. BY ¼ HR.		%	6.5 6.3															
2	TOTAL AUDIENCE (Households (000) & %)		{	2,080 2.5															
	NBC TV		{	NBC LATE NIGHT MOVIE THE STARMAKER, PART 1(R) (11:30-12:32AM) (SUSTAINING 12:32-1:30AM)															
	AVERAGE AUDIENCE (Households (000) & %)		{	1,250 1.5		1.5* 1.5*													
	SHARE OF AUDIENCE		%	5		5 * 6 *													
	AVG. AUD. BY ¼ HR.		%	1.6		1.5 1.5 1.5 1.4													
TV HOUSEHOLDS USING TV				WK 1	2.8	46.7	36.9	30.6	25.1	22.1	18.9	16.1	14.1	11.3	10.2	8.4	7.3	6.5	5.6
(See Def. 1)				WK 2	3.4	43.0	35.7	30.0	25.2	22.3	19.5	17.8	14.4	11.7	10.1	8.3	7.0	5.9	5.3

U.S. TV Households: 83,300,000

(1) ABC SUNDAY NIGHT MOVIE, ESCAPE FROM ALCATRAZ, ABC, (9:00-11:14PM) (SUSTAINING 11:14-11:17PM)

(2) ABC WEEKEND REPORT-SUN, ABC, (11:19-11:34PM)

(3) TRAPPER JOHN, M.D., CBS, (10:13-11:13PM)

For explanation of symbols, See page A.

EVE.SUN. NOV.21, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV 8 12, 1982

		TIME	7.00	7:15	7:30	7:45	8.00	8.15	8.30	8.45	9.00	9.15	9.30	9.45	10.00	10.15	10.30	10.45	11.00	11.15	11.30	11.45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,910 7.1 ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) (S)(OP) (OP)										9,740 6.9 ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) (S)(OP) (OP)									
		AVERAGE AUDIENCE (Households (000) & %)	4,660 5.8										4,830 5.8									
		SHARE OF AUDIENCE %	26										27									
		AVG. AUD. BY ¼ HR. %	5.9										5.9 5.8									
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,330 4.0 (SUS-OP) CBS MORNING NEWS 1										3,920 4.7 CBS MORNING NEWS 2								\$25,000 PYRAMID	
		AVERAGE AUDIENCE (Households (000) & %)	2,670 3.2										2,500 3.0								3,580 4.3 CHILD'S PLAY	
		SHARE OF AUDIENCE %	15										14								17	
		AVG. AUD. BY ¼ HR. %	3.1 3.3										3.0 2.9								3.7 3.8	
WEEK 3	NBC TV	TOTAL AUDIENCE (Households (000) & %)	5,000 6.0 ← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING) (S)(OP)										4,500 5.4 ← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								3,250 3.9 DIFF'RENT STROKES M-F (SUS-OP) >	
		AVERAGE AUDIENCE (Households (000) & %)	3,830 4.6										3,670 4.4								5,080 6.1 WHEEL OF FORTUNE	
		SHARE OF AUDIENCE %	22										20								17	
		AVG. AUD. BY ¼ HR. %	4.7 4.5										4.4 4.3								3.6 3.8	
WEEK 4	ABC TV	TOTAL AUDIENCE (Households (000) & %)	6,000 7.2 ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING)										5,750 6.9 ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING)								(S)(OP)	
		AVERAGE AUDIENCE (Households (000) & %)	4,660 5.6										4,750 5.7									
		SHARE OF AUDIENCE %	27										27									
		AVG. AUD. BY ¼ HR. %	5.4 5.8										5.9 5.6									
WEEK 5	CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,330 4.0 (SUS-OP) CBS MORNING NEWS 1										3,250 3.9 CBS MORNING NEWS 2								(S)(OP)	
		AVERAGE AUDIENCE (Households (000) & %)	2,580 3.1										2,670 3.2								4,000 4.8 \$25,000 PYRAMID	
		SHARE OF AUDIENCE %	15										15								3,830 4.6 CHILD'S PLAY	
		AVG. AUD. BY ¼ HR. %	3.0 3.3										3.1 3.2								4.0 4.0	
WEEK 6	NBC TV	TOTAL AUDIENCE (Households (000) & %)	4,910 5.9 ← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING) (S)(OP)										4,660 5.6 ← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING)								(SUS-OP)	
		AVERAGE AUDIENCE (Households (000) & %)	3,920 4.7										3,830 4.6								3,330 4.0 DIFF'RENT STROKES M-F	
		SHARE OF AUDIENCE %	23										22								4,750 5.7 WHEEL OF FORTUNE	
		AVG. AUD. BY ¼ HR. %	4.7 4.8										4.7 4.5								3.1 3.5	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	12.2	15.4	17.5	19.5	21.0	22.1	22.2	21.9	22.3	22.4	22.1	22.1	22.0	22.5	22.6	22.4
WK. 2	11.1	13.8	16.1	18.1	19.7	20.7	21.2	21.2	21.2	21.1	20.9	21.1	21.7	21.2	21.5	21.6	21.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.15-19, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI NOV 8-12, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,830 8.2				5,660 8.0		5,110 7.8		10,580 12.7				8,750 10.5				
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN	(OP)	ALL MY CHILDREN				ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8	5.3*		6.3*	5,660 6.8		5,250 6.4		8,160 9.8	9.4*		10.2*	6,830 8.2	8.1*		8.2*	
	SHARE OF AUDIENCE %	{	25	24 *		26 *	26		25		33	32 *		34 *	30	29 *		31 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,660 8.0		8,250 9.9				10,580 12.7				10,580 12.7		8,750 10.5				
	CBS TV		PRICE IS RIGHT 1				PRICE IS RIGHT 2		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.3		7,000 8.4				6,580 7.9	7.9*			6,410 7.7	7.6*		5,000 6.0			
	SHARE OF AUDIENCE %	{	31		35				31	31 *		30 *	27	25 *		28 *		20	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.5				1,420 1.7		2,330 2.8		5,830 7.0				5,330 6.4				
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,080 2.5	2.5*		2.4*	1,170 1.4		2,000 2.4		4,410 5.3	5.0*		5.6*	3,830 4.6	4.8*		4.5*	
	SHARE OF AUDIENCE %	{	11	11 *		10 *	5		9		18	17 *		19 *	17	17 *		17 *	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	5,580 6.7				5,160 6.2		5,250 6.3		10,000 12.0				8,500 10.2				
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN				ONE LIFE TO LIVE				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,000 4.8	4.4*		5.2*	4,250 5.1		4,580 5.5		7,580 9.1	8.8*		9.4*	6,580 7.9	7.7*		8.1*	
	SHARE OF AUDIENCE %	{	22	21 *		23 *	21		22		33	32 *		34 *	30	28 *		31 *	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	6,660 8.0		8,000 9.6				8,660 10.4				7,250 8.7					4,750 5.7	
	CBS TV		PRICE IS RIGHT 1				PRICE IS RIGHT 2		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,750 6.9		6,830 8.2				6,500 7.8	7.8*			5,830 7.0	6.8*		4,500 5.4			
	SHARE OF AUDIENCE %	{	33		36				32	33 *		31 *	25	24 *		26 *		21	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	3,330 4.0				1,500 1.8		2,670 3.2		5,410 6.5				5,160 6.2				
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	{	2,250 2.7	2.8*		2.5*	1,250 1.5		2,080 2.5		4,000 4.8	4.4*		5.1*	3,750 4.5	4.5*		4.4*	
	SHARE OF AUDIENCE %	{	12	13 *		11 *	6		10		17	16 *		18 *	17	16 *		17 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	..	22.5	23.3	24.4	26.1	27.3	26.1	26.8	28.2	29.5	29.5	29.7	28.1	27.9	27.1	27.7	
		WK 2	..	22.7	22.1	23.1	24.4	25.8	25.2	25.7	26.6	27.7	27.4	27.4	26.8	27.1	26.1	26.6	

TV HOUSEHOLDS USING TV	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)	..	22.5	23.3	24.4	26.1	27.3	26.1	26.8	28.2	29.5	29.5	29.7	28.1	27.9	27.1	27.1	27.1	27.1	27.1	27.1
		22.7	22.1	23.1	24.4	25.8	25.2	25.7	26.6	27.7	27.4	27.4	26.8	27.1	26.1	26.1	26.1	26.1	26.1	26.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY MON.-FRI. NOV.15-19, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 8 12, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,160 12.2		GENERAL HOSPITAL		3,580 4.3		EDGE OF NIGHT		(S)(OP)		11,010 14.2		ABC WORLD NEWS TONIGHT			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,830 9.4		9.0*		9.8*		3,170 3.8				10,500 12.6					
	SHARE OF AUDIENCE %	32		32 *		32 *		12				21					
	AVG. AUD. BY ¼ HR. %	8.8		9.3		9.7		9.8		3.9 3.6		12.3		12.8			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,910 9.5		GUIDING LIGHT (OP)		2,670 3.2		TATTLETALES				13,660 16.4		CBS EVENING NEWS- RATHER			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4		7.1*		7.6*		2,250 2.7				12,080 14.5					
	SHARE OF AUDIENCE %	25		25 *		25 *		8				25					
	AVG. AUD. BY ¼ HR. %	7.0		7.3		7.6		7.7		2.8 2.7		14.3		14.7			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,920 4.7		FANTASY								11,330 13.6		NBC NIGHTLY NEWS			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,670 3.2		3.0*		3.4*						9,830 11.8					
	SHARE OF AUDIENCE %	11		11 *		11 *						20					
	AVG. AUD. BY ¼ HR. %	2.9		3.1		3.3		3.4				11.7		12.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,160 12.2		GENERAL HOSPITAL		3,830 4.6		EDGE OF NIGHT				11,660 14.0		ABC WORLD NEWS TONIGHT			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,000 9.6		9.1*		10.0*		3,330 4.0				10,250 12.3					
	SHARE OF AUDIENCE %	33		33 *		33 *		13				21					
	AVG. AUD. BY ¼ HR. %	8.8		9.5		10.0		10.1		4.1 3.9		12.2		12.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,000 9.6		GUIDING LIGHT (OP)		2,830 3.4		TATTLETALES				13,660 16.4		CBS EVENING NEWS- RATHER			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,160 7.4		7.1*		7.7*		2,330 2.8				12,250 14.7					
	SHARE OF AUDIENCE %	26		26 *		25 *		9				25					
	AVG. AUD. BY ¼ HR. %	7.0		7.3		7.6		7.9		2.8 2.9		14.6		14.7			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,330 5.2		FANTASY								10,910 13.1		NBC NIGHTLY NEWS			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,750 3.3		3.1*		3.5*						9,580 11.5					
	SHARE OF AUDIENCE %	11		11 *		11 *						19					
	AVG. AUD. BY ¼ HR. %	3.1		3.1		3.4		3.7				11.2		11.8			
TV HOUSEHOLDS USING TV		WK. 1	21.3	20.7	11.1	32.5	32.6	34.2	36.1	38.6	40.3	43.0	46.0	49.2	53.0	55.5	57.7
(See Def. 1)		WK. 2	21.4	29.1	40.7	32.2	32.3	34.6	36.6	39.7	41.9	44.7	46.8	50.1	53.7	56.3	59.2
U.S. TV Households: 83,300,000																	59.3

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 15-19, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,420 4.1				6,750 8.1		7,500		5,750		5,910	
	ABC TV	{				SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,830 3.4		4,500 5.4		5,830 7.0		6,110 7.6		4,810 5.8		4,910 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{				25 3.0	3.9	29 5.0	5.8	32 6.8	7.1	31 7.1	7.9	23 5.7	5.9	23 6.1	5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		1,830 2.2		2,170 2.6		3,080 3.7		2,920 3.5		5,000 6.1		6,080 7.3			
	CBS TV	{				CAPTAIN KANGAROO SAT (OP)		SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/R RUNNER 1,8, (OP)		BUGS BUNNY/R RUNNER 2(B) (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{		750 .9		1,830 2.2		2,250 2.7		2,250 2.7		3,000 3.6		4,000 4.8		4,000 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{		12 <<	.5*	14 1.4	1.1	16 2.1	2.4	15 2.6	2.9	15 2.6	12* 3.1	17* 4.2	19 4.6	19* 5.0	4.9*
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				4,080 4.9		4,330 5.2		6,750 8.1		7,750 9.3		8,160 9.8		7,000 8.4	
	NBC TV	{				FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,000 3.6		3,500 4.2		5,250 6.3		6,330 7.6		7,000 8.4		6,080 7.3	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{				26 3.3	3.9	23 4.0	4.4	29 5.5	7.0	31 7.6	33 7.6	33 8.5	29 8.2	29 7.2	7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,830 4.6		6,750 8.1		8,160 9.8		9,330 11.2		5,330 6.4		6,330 7.6	
	ABC TV	{				SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		MORK/LAVERNE/ FONZ HOUR-1		MORK/LAVERNE/ FONZ HOUR-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,920 3.5		5,500 6.6		6,830 8.2		8,000 9.6		4,500 5.4		5,000 6.0	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{				24 2.9	4.2	35 6.0	7.1	36 8.1	8.3	37 9.7	21 9.6	21 5.5	22 5.3	22 6.1	5.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		1,250 1.5		1,830 2.2		2,330 2.8		2,830 3.4		5,750 6.9		6,910 8.3			
	CBS TV	{				CAPTAIN KANGAROO SAT (OP)		SPEED BUGGY (OP)		PANDAMONIUM (OP)		GILLIGAN'S PLANET (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{		580 .7		1,420 1.7		1,830 2.2		2,330 2.8		2,920 3.5		4,000 4.8		4,000 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{		10 <<	.5*	12 1.0	.8	12 1.6	1.8	12 2.1	2.4	12 2.7	10* 2.8	17* 4.0	18 4.7	17* 4.6	4.7*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,250 5.1		5,660 6.8		7,410 8.9		8,160 9.8		10,080 12.1		8,830 10.6	
	NBC TV	{				FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,420 4.1		4,580 5.5		6,080 7.3		7,160 8.6		8,910 10.7		7,410 8.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{				28 3.6	4.6	29 5.3	5.6	32 8.8	7.8	33 8.5	41 8.7	41 10.3	33 11.0	33 8.8	9.0
TV HOUSEHOLDS USING TV		WK. 1	WK. 2	8	8.3	10.4	11.9	14.3	16.4	18.1	19.9	21.0	22.6	23.4	24.7	26.0	26.3
(See Def. 1)		6.4	8.0	9.5	12.0	14.5	16.8	18.6	20.2	22.3	24.0	26.6	27.4	28.2	27.1	27.1	27.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. NOV.20, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 13, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,500 7.8	7,500 9.0	5,410 6.5	5,910 7.1	← AMERICAN BANDSTAND '83 →										
	ABC TV		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-1		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-2 (OP)		ABC WEEKEND SPECIALS THE RANSOM OF RED CHIEF										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	6,160 7.4	4,500 5.4	3,420 4.1	3.8*	4.4*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	24 6.4	27 6.4	19 5.5	14 4.0	13* 3.7	11* 4.3									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		3,250 3.9	5,910 7.1	18,490 22.2	← NCAA FOOTBALL CBS →										
	CBS TV		BUGS BUNNY/R RUNNER 2(B) (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		NCAA TODAY CBS		VARIABLE PLAYS AND TIMES- MULTIPLE PRESENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.3	4,910 5.9	8,660 10.4	7.3*	9.5*	10.4*	10.8*	11.7*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		12 4.5	21 5.6	32 6.8	26* 7.8	32* 10.2	33* 10.6	33* 10.2	33* 10.3	33* 11.3	33* 11.5	33* 12.0			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6	6,750 8.1	6,330 7.6	4,830 5.8											
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8	5,580 6.7	5,080 6.1	4,000 4.8											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 5.9	24 5.8	21 5.9	16 4.9	4.7										
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,080 7.3	6,910 8.3	5,250 6.3	6,410 7.7	← AMERICAN BANDSTAND '83 →										
	ABC TV		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-1		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-2 (OP)		ABC WEEKEND SPECIALS SOLP FOR PRESIDENT										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,160 6.2	5,580 6.7	4,500 5.4	3,920 4.7	4.4*	5.0*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 6.0	24 6.4	18 5.2	15 4.4	14* 4.4	16* 4.9									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		2,920 3.5	5,580 6.7	20,830 25.0	← NCAA FOOTBALL CBS →										
	CBS TV		BUGS BUNNY ROAD RUNNER 2 (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		NCAA TODAY-CBS		VARIABLE PLAYS AND TIMES- (12:30-3:40PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{		2,330 2.8	4,500 5.4	9,750 11.7	7.9*	10.1*	11.8*	11.6*	13.0*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		10 4.9	19 5.0	34 7.5	25* 8.3	32* 10.6	35* 11.8	35* 11.5	37* 11.8	37* 12.8	37* 13.3				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	7,750 9.3	7,830 9.4	4,910 5.9	5,080 6.1											
	NBC TV		HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		JETSONS		FLASH GORDON								
	AVERAGE AUDIENCE (Households (000) & %)	{	6,660 8.0	6,750 8.1	3,920 4.7	4,170 5.0											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	29 8.0	29 7.9	16 4.7	16 4.9	5.2										
TV HOUSEHOLDS USING TV			WK 1	27.8	28.0	28.2	29.4	29.3	29.8	30.5	32.4	33.3	33.8	33.5	34.9	36.1	36.8
(See Def. 1)			WK 2	28.1	28.3	28.8	30.2	31.2	32.0	31.9	33.2	34.1	34.1	33.5	33.6	35.3	36.4
				9	7												

U.S. TV Households 83,300,000

For explanation of symbols, See page A.

DAY SAT. NOV. 20, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		23,160 27.8 (1) (-OP)	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)																		
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{		10,410 12.5			11.4*			12.3*			11.7*			12.0*	14.3*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		29 7.8			30 *			31 *			28 *			27 *	29 *						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		6,830 8.2 (3) (-OP)	NCAA TODAY POST-CBS MULTI-SEGMENT TELECAST (OP)												8,830 10.6 CBS SAT. NEWS- SCHIEFFER						
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{		6,000 7.2			7.3*			7.9*			9.2*			10.4*	7,660 9.2						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		35 * 12.3			20			20 *			22 *			23 *	17						
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		9,580 11.5	SPORTSWORLD-SAT												9,500 11.4 NBC NIGHTLY NEWS- SAT						
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{		4,330 5.2			5.0*			4.7*			5.8*			10.1	8,410 10.1						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		13 5.0			13 *			12 *			14 *			19	10.1						
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		23,490 28.2	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)(-OP)												7,660 9.2 NCAA FOOTBALL- POST (6:48-7:00PM)(OP)						
	ABC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{		9,660 11.6			9.5*			10.6*			11.2*			11.8*	14.2*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		26 5.6			24 *			26 *			26 *			28 *	17						
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		8,660 10.4	NCAA FOOTBALL-CBS MICHIGAN VS OHIO STATE (12:30-3:48PM) (-OP)												10,080 12.1 CBS SAT. NEWS- SCHIEFFER						
	CBS TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{		8,580 10.3			7.9*			8.5*			8.7*			9.7*	8,500 10.2						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		39 * 14.4			20			21 *			20 *			21 *	18						
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		6,500 7.8	SPORTSWORLD SAT (4:28-5:30PM) (OP)												9,750 11.7 NBC NIGHTLY NEWS- SAT						
	NBC TV																						
	AVERAGE AUDIENCE (Households (000) & %)	{		3,250 3.9			3.6*			4.2*			4.2*			9.7	8,080 9.7						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		8 * 2.4			9 *			9 *			10 *			17	9.2						
TV HOUSEHOLDS USING TV WK 1		39.2	37.7	37.8	38.4	39.5	40.3			42.0			43.4			44.9	46.3	47.6	49.4	51.2	53.2	54.4	
(See Def. 1)		39.2	39.6	39.9	40.7	42.0	42.5			43.1			44.5			46.5	48.0	50.5	53.1	55.1	56.2	57.3	

U.S. TV Households: 83,300,000

(1) NCAA FOOTBALL PRE, ABC, MULTI-SEGMENT TELECAST (2) NCAA TODAY POST-CBS, CBS, (3:48-4:00PM)

(3) NCAA FOOTBALL-CBS, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV. 20, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 14, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,330	1,670
1.8	2.0
BEST/KIDS- PEOPLE TOO I (9:30-10:00AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:00-10:30AM) (OP)
830	1,420
1.0	1.7
4	7
.9	1.6
1.0	1.9

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LONE RANGER/
ZORRO
(SUS)
(SUS-OP)

KWICKY KOALA
SHOW
(SUS)
(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

8,160
9.8

SUNDAY MORNING

FOR OUR TIMES
(SUS)

4,250				
5.1	4.6*		5.3*	5.4*
23	23 *		23 *	21 *
4.0	5.2	5.5	5.2	5.3
				5.5

1

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,250	1,830
1.5	2.2
BEST/KIDS- PEOPLE TOO I (9:30-10:00AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:00-10:30AM) (OP)
920	1,830
1.1	2.2
5	8
1.0	2.1
1.1	2.2

W

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

LONE RANGER/
ZORRO
(SUS)
(SUS-OP)

KWICKY KOALA
SHOW
(SUS)
(SUS-OP)

CAPTAIN KANGAROO-SUN
(SUS)

7,500
9.0

SUNDAY MORNING

FOR OUR TIMES
(SUS)

4,330				
5.2	4.7*		5.7*	5.1*
23	25 *		25 *	20 *
4.4	5.1	5.7	5.7	5.2
				5.0

2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25	WK 26	WK 27	WK 28	WK 29	WK 30
(See Def. 1)																													

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

DAY SUN. NOV. 21, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE %	{		{		{		{		{		{		{		{	

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,830
5.8

THIS WEEK-DAVID BRINKLEY

DIRECTIONS
(SUS)

3,080

3.7

3.6*

3.9*

13

14 *

14 *

3.4

3.8

3.7

4.0

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,170
5.0

FACE THE NATION

12,080
14.5

CBS NCAA BASKETBALL
INDIANA VS USSR
(1:00-3:15PM)

3,420

4.1

4.2

5.5

5.7*

6.5*

7.4*

7.5*

14

19 *

20 *

21 *

21 *

21 *

21 *

4.2

3.9

6.2

6.7

7.5

7.4

7.5

7.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,830
4.6

MEET THE PRESS

4,830
5.8

NBC NFL '82
SPECIAL

2,830

3.4

4.2

15

13

3.4

3.5

4.1

4.4

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,660
5.6

THIS WEEK-DAVID BRINKLEY

DIRECTIONS
(SUS)

3,080

3.7

3.6*

3.8*

12

12 *

13 *

3.5

3.7

4.0

3.7

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,170
5.0

FACE THE NATION

8,750
10.5

CBS NFL TODAY
PRE

28,570
34.3

CBS NFL FTBL GM
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST

3,250

3.9

7.9

25

12

3.8

4.1

7.0

8.8

12.7

15.0

16.3

17.5

18.0

17.8

18.7

19.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,250
3.9

MEET THE PRESS

6,000
7.2

NFL '82-NBC

22,820
27.4

NFL FOOTBALL GAME 1 NBC
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST

2,670

3.2

5.2

15

11

3.1

3.3

4.5

6.0

10.8

12.3

12.4

12.8

13.6

14.1

13.3

13.4

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

26.4	26.5	26.6	27.6	29.5	29.5	29.5	30.1	31.6	32.1	33.2	34.6	35.0	35.2	35.6
29.5	30.0	30.1	29.7	30.5	32.2	35.1	37.7	39.2	39.9	41.6	43.3	44.2	43.6	44.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 14, 1982

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

8,500
10.2
ABC WORLD NEWS
TONIGHT-SUN

11,500
9.0
16
8.8 9.2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,410 12,990
7.7 15.6
(1) (2)

NBA ON CBS
WASHINGTON VS PHILADELPHIA
(3:30-5:47PM)
(-OP)

6,500
7.8
NBA POST-
CBS
(5:47-6:00PM)
(-OP)

12,500
15.0
CBS EVENING NEWS-

10,500
12.6
22
12.0 13.2

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

11,080
13.3

NBC SPORTS SP

9,410
11.3
NBC NIGHTLY NEWS-
SUN

8,000
9.6
17
9.4 9.7

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,670
4.4 4.8*
11 13*
5.1 4.6 4.1 3.9 4.4 4.1 4.1 3.7 4.1 4.5 4.8 5.3

3,250
3.9
SPORTSBEAT

8,000
9.6
ABC WORLD NEWS
TONIGHT SUN

2,580
3.1
6
3.1 3.1

6,830
8.2
14
7.5 8.9

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

CBS NFL FTBL GM1
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

25,740
30.9

CBS NFL FTBL GM2
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

11,750
19.6* 20.4* 14.1 12.1* 13.4*
44* 45* 27 26* 29*
19.5 19.7 20.3 20.3 10.6 19.0 13.5 13.4 13.2 12.9 13.2 14.3 14.8 14.4 15.1 15.3

13.1* 13.7* 14.6* 15.2*
27* 26* 26* 26*
12.9 13.2 14.3 14.8 14.4 15.1 15.3

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

NFL FOOTBALL GAME 1-NBC
VARIOUS TEAMS AND TIMES-
MULTI-SEGMENT TELECAST
(-OP)

6,830
8.2

NBC RELIGIOUS SERIES
(SUS)

8,660
10.4
NBC NIGHTLY NEWS-
SUN.(B)

7,160
8.6
14
8.5 8.6

TV HOUSEHOLDS USING TV WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def. 1)																			

U.S. TV HOUSEHOLDS: 85,300,000

(1) CBS NCAA BASKETBALL, INDIANA VS USSR, CBS, (1:00-3:15PM)

A-37 (2) CBS NCAA BASKETBALL POST, INDIANA VS USSR, CBS

(3) NFL FOOTBALL POST-NBC, NBC, MULTI-SEG. TELECAST

For explanation of symbols, See page A.

DAY SUN. NOV. 21, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC NEWSBRIEF-MON-2(SUS)	2	9.58-10.00PM	9.45														
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.54- 9.55PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
ABC JOANIE LOVES CHACHI	1	8.37- 9.07PM	~GRID 9.00	14,330	17.2	11,660	14.0	21	15.0								
ABC TOO CLOSE FOR COMFORT	1	9.07- 9.37PM	~GRID 9.30	14,990	18.0	12,250	14.7	22	16.7								
ABC IT TAKES TWO	1	9.37-10.07PM	~GRID 10.00	16,240	19.5	13,740	16.5	25	17.8								
ABC 20/20	1	10.07-11.07PM	~GRID 11.00	18,160	21.8	13,580	16.3	26	15.7								
CBS MAGNUM, P.I.	1	8.36- 9.36PM	~GRID 9.30	23,990	28.8	18,240	21.9	33	24.1								
CBS SPECIAL MOVIE PRSNT-CBS(S)	1	9.36-11.36PM	~GRID 11.00 11.15 11.30	27,240	32.7	17,160	20.6	34	20.4 19.9 17.6								
NBC NEWS CAPSULE-2-THU(SUS)	1	10.28-10.29PM	10.15														
HILL STREET BLUES	1	10.30-11.30PM	~GRID 11.00 11.15	18,240	21.9	14,080	16.9	29	17.7 17.4								
EVENING FRIDAY																	
NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45														
EVENING SATURDAY																	
ABC SPORTS UPDATE SAT		8.58- 8.59PM	8.45	14,660	17.6	14,660	17.6	30	17.6	15,240	18.3	15,240	18.3	30	18.3		
ABC NEWS SAT	2	9.58- 9.59PM	9.45							18,990	22.8	18,990	22.8	38	22.8		
	1	10.05-10.06PM	10.00	17,740	21.3	17,740	21.3	37	21.3								
NEW BRITAIN SAT		8.57- 8.59PM	8.45	11,580	13.9	10,750	12.9	22	12.9	9,750	11.7	9,080	10.9	18	10.9		
NBC NEWS CAPSULE SAT		8.58- 8.59PM	8.45	10,410	12.5	10,410	12.5	21	12.5	11,580	13.9	11,580	13.9	23	13.9		
NBC NEWS CAPSULE-2 SAT(SUS)	1	9.58- 9.59PM	9.45														
NBC NEWS CAPSULE-2 SAT	2	9.58- 9.57PM	9.45							7,830	9.4	7,830	9.4	15	9.4		
EVENING SUNDAY																	
ABC SPORTS UPDATE-SUN	2	8.35- 8.36PM	8.30							15,580	18.7	15,580	18.7	28	18.7		
	1	9.03- 9.04PM	9.00	15,330	18.4	15,330	18.4	26	18.4								
ABC NEWSBRIEF-SUN	2	9.58-10.00PM	9.45							18,160	21.8	17,830	21.4	32	21.4		
	1	10.00-10.02PM	10.00	16,830	20.2	16,330	19.6	29	19.6								

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																	
ABC ABC SPEC.BRES.FUNERAL(SUS)	1	3.30- 4.59AM	3.30														
CBS CBS NFL FTBL GM 2	2	4.00- 7.10PM	→GRID 7.00								25,740	30.9	11,750	14.1	27	19.2	
CBS 60 MINUTES	2	7.13- 8.13PM	→GRID 8.00								30,070	36.1	23,410	28.1	42	28.2	
CBS ARCHIE BUNKER'S PLACE	2	8.13- 8.43PM	→GRID 8.30								18,990	22.8	17,240	20.7	31	21.0	
CBS GLORIA	2	8.43- 9.13PM	→GRID 9.00								22,240	26.7	18,330	22.0	33	24.5	
CBS NEWSBREAK-SUN.	1	8.51- 8.52PM	8.45	20,080	24.1	20,080	24.1	34	24.1								
CBS JEFFERSONS	2	9.13- 9.43PM	→GRID 9.30								19,990	24.0	18,080	21.7	32	22.1	
CBS NEWSBREAK-SUN.	2	9.11- 9.13PM	9.00								18,160	21.8	16,660	20.0	29	20.0	
CBS ONE DAY AT A TIME	2	9.43-10.13PM	→GRID 10.00								19,080	22.9	17,160	20.6	31	21.5	
CBS TRAPPER JOHN, M.D.	2	10.13-11.13PM	→GRID 11.00								19,910	23.9	16,160	19.4	33	19.1	
NBC NBC NEWS CAPSULE-SUN	2	8.58- 8.59PM	8.45								8,000	9.6	8,000	9.6	14	9.6	
	1	9.03- 9.04PM	9.00	12,740	15.3	12,740	15.3	21	15.3								
NBC NBC NEWS CAPSULE-2-SUN(SUS)	2	9.39- 9.40PM	9.30														
NBC NBC NEWS CAPSULE-2-SUN.	1	9.58- 9.59PM	9.45	10,250	12.3	10,250	12.3	18	12.3								
NBC NBC NEWS SPEC&AL -EPO-T-2(SUS)	1	4.00- 6.00AM	4.00														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	>		8.45 9.45 10.00	14,830	17.8	15,080	18.1	28	17.7 17.4 16.7	M-F TUWF THU.	12,990	15.6	12,990	15.6	24	18.1 14.7	M-F TU-F
ABC ABC NEWS:NIGHTLINE-MON		11.30-12.00MD	11.30 11.45	6,500	7.8	5,000	6.0	20	6.8 5.2	MON. MON.	6,000	7.2	5,000	6.0	17	6.6 5.4	MON. MON.
ABC ABC NEWS:NIGHTLINE-T-F	>		11.30 11.45	6,660	8.0	5,580	6.7	19	7.6 5.9	TU-F TU-F	6,000	7.2	5,000	6.0	18	6.8 5.2	TU-F TU-F
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.00-12.11AM	12.00	3,420	4.1	3,330	4.0	16	4.0	MON.	4,750	5.7	4,410	5.3	20	5.3	MON.
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00- 1.07AM	12.00 12.15 12.30 12.45 1.00	4,910	5.9	2,920	3.5 4.4*	15 16*	4.9 3.9 3.3 2.5 2.5	THU. THU. THU. THU. THU.							
ABC LAST WORD	>		12.00 12.15 12.30 12.45 1.00 1.15	3,170	3.8	2,250	2.7 3.4*	12 13*	3.4 3.1 2.5 2.1 1.7	MTUWF MTUWF MTUWF MTUWF MON.	3,170	3.8	2,000	2.4 3.0*	11 12*	3.3 2.7 2.3 1.8 1.3 1.2	M-F M-F M-F M-F M & F M & F

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC SPEC.REPORT-1(SUS)	1	3.06- 3.07AM	3.00																
ABC ABC SPEC.REPORT-2(SUS)	1	3.15- 3.16AM	3.15																
ABC ABC SPEC.REPORT-3(SUS)	1	4.04- 4.16AM	4.00																
ABC ABC SPEC.REPORT-4(SUS)	1	4.20- 4.29AM	4.15																
ABC ABC SPEC.REPORT-5(SUS)	1	4.33- 6.01AM	4.30																
CBS NEWSBREAK-M-F		>	8.45 9.30	12,660	15.2	12,660	15.2	23	13.8 21.0	M-F THU.	14,830	17.8	15,330	18.4	28	17.7	M-F		
CBS CBS NEWS SPECIAL(S)	2	11.30-12.00MD	11.30 11.45								6,910	8.3	5,750	6.9	20	7.6 6.3	MON. MON.		
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15	6,660	8.0	4,250	5.1 5.4*	19 16*	5.5 5.3 5.1 5.0 4.8 5.6 5.4 3.9	M-F MTUWF M-F M-F M-F M-F THU. THU.	6,830	8.2	4,660	5.6 6.2*	21 18*	6.3 6.1 5.7 5.3 5.0 4.5 4.0	M-F TU-F M-F M-F M-F M-F MON.		
CBS LATE MOVIE II		VARIOUS TIMES	(SUS) 12.30	3,750	4.5	2,920	3.5	23	4.2	M-F	4,170	5.0	3,330	4.0	27	4.5	M-F		
			12.45 1.00 1.15 1.30 1.45 2.00				2.7* 3.6* 2.6*	17* 23* 23*	4.0 3.7 3.4 2.8 2.5 2.5	MTUWF M-F M-F MTUTH MTUTH THU.						4.5 4.1 3.8 3.4 3.0	TU-F M-F M-F MTUTH MTUTH		
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00 2.15	1,080	1.3	1,000	1.2	15	1.2 1.1	M-WSU M-WSU	1,250	1.5	1,000	1.2	15	1.3 1.0	TU-THS TU-THS		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	~GRID 2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.30 5.45	2,080	2.5	830	1.0	23	1.3 1.2 1.3 1.1 1.0 .8 1.0 .9 .9 .9 .9 .9	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	2,170	2.6	830	1.0	23	1.3 1.0 1.1 1.0 1.0 1.0 1.1 1.0 1.0 .9 .8	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU		
NBC NBC NEWS CAPSULE-M-F		>	8.45 9.15	10,500	12.6	10,500	12.6	19	12.8 11.7	M-F THU.	10,330	12.4	10,330	12.4	19	12.4	M-F		
NBC NBC NEWS CAPSULE-2-M-F		9.58- 9.59PM	9.45	11,660	14.0	11,660	14.0	22	14.0	M-F	8,580	10.3	8,580	10.3	16	10.3	TU&TH		
NBC NBC NEWS SPEC. REPORT(SUS)	2	11.30-11.46PM	11.30														TUE.		
NBC NBC NEWS SPECIAL REPORT(S) CONT'D	2	11.30-12.01AM	11.30								6,250	7.5	5,000	6.0	18	6.5	MON.		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS SPECIAL REPORT(S)-CONT'D																	
			11.45													5.5	MON.
			12.00													5.0	MON.
NBC TONIGHT SHOW		>	11.30	9,080	10.9	5,580	6.7	23	8.5	M-F	7,830	9.4	4,750	5.7	21	8.1	M-F
			11.45				7.9*	23*	7.2	MTUWF				7.5*	22*	6.7	TU-F
			12.00				6.6	M-F	6.6	M-F						5.7	M-F
			12.15				6.1*	23*	5.7	M-F				5.2*	20*	4.7	M-F
			12.30						5.3	THU.						3.8	M & TU
			12.45				4.7*	22*	4.0	THU.				3.2*	17*	3.4	M & TU
			1.00													3.1	MON.
NBC DAVID LETTERMAN I		>	12.30	3,080	3.7	2,670	3.2	19	3.5	M-TH	2,670	3.2	2,250	2.7	16	3.1	M-TH
			12.45						3.0	M-W						2.8	TU-TH
			1.00						3.0	THU.						2.3	M & TU
			1.15						3.1	THU.						2.2	M & TU
			1.30													1.9	MON.
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	5,580	6.7	2,420	2.9	14	4.0	FRI.							
	2	12.30- 1.54AM	12.30								5,410	6.5	3,080	3.7	21	4.4	FRI.
			12.45				3.8*	14*	3.6	FRI.				4.1*	19*	3.8	FRI.
			1.00						3.2	FRI.						3.5	FRI.
			1.15				3.0*	14*	2.7	FRI.				3.5*	20*	3.4	FRI.
			1.30						2.2	FRI.						3.6	FRI.
NBC DAVID LETTERMAN II		>	1.45				2.1*	13*	2.0	FRI.				3.4*	24*	3.1	FRI.
			1.00	2,500	3.0	2,080	2.5	19	2.7	M-TH	2,250	2.7	1,830	2.2	17	2.7	M-TH
			1.15						2.2	M-W						2.3	TU-TH
			1.30						2.9	THU.						1.9	M & TU
			1.45						2.2	THU.						1.6	M & TU
			2.00													1.4	MON.
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,670	2.0	1,170	1.4	14	1.5	M-F	1,670	2.0	1,330	1.6	17	1.8	M-F
			1.45				1.4*	13*	1.3	M-W				1.7*	15*	1.5	TU-TH
			2.00						1.4	M-F						1.5	M-F
			2.15				1.5*	15*	1.4	M-F				1.6*	16*	1.3	M-F
			2.30						1.2	THU.						1.5	M & F
			2.45						1.3	THU.						.9	M & F
		VARIOUS TIMES (SUS)															
DAY MONDAY-FRIDAY																	
ABC ABC NEWS THIS MORNING-615(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,500	1.8	1,420	1.7	14	1.7	MTUWF	1,420	1.7	1,330	1.6	14	1.6	M-F
ABC REACH INTO SPACE-LAUNCH-5(S)	1	7.00- 8.00AM	7.00	7,410	8.9	4,170	5.0	31	3.3	THU.							
			7.15				4.3*	30*	5.2	THU.							
			7.30						5.6	THU.							
			7.45				5.6*	31*	5.7	THU.							
ABC GOOD MORNING, AMERICA-730	1	>	7.45	5,910	7.1	4,660	5.6	26		M-F							
			9.30						5.8	MTUWF							
			9.45						4.5	THU.							
			9.15						4.5	THU.							
ABC REACH INTO SPACE-LANDING5(S)	2	9.15- 9.39AM	9.15								6,410	7.7	5,250	6.3	29	5.8	TUE.
			9.30													7.2	TUE.

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC SPECIAL REPORT-10AM(SUS)	1	10.00-10.13AM	10.00							THU.									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,500	9.0	7,160	8.6	29	8.6	M-F		6,660	8.0	6,410	7.7	28	7.7	M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5 30PM	4.30	10,910	13.1	7,580	9.1	25	7.8	WED.									
			4.45				8.4*	24*	9.0	WED.									
			5.00						9.9	WED.									
			5.15					9.8*	25*	9.7	WED.								
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,580	1.9	1,250	1.5	13	1.4	M-F		1,330	1.6	1,000	1.2	12	1.1	M-F	
			6.45						1.6	M-F							1.3	M-F	
CBS CBS MORNING-THU(SUS)	1	7.00- 7.30AM	7.00							THU.									
CBS CBS NEWS SPEC.REPORT-TUE(S)	2	9.30- 9.39AM	9.30									4,660	5.6	3,580	4.3	19	4.3	TUE.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,160	7.4	6,000	7.2	30	7.2	M-F		6,000	7.2	5,830	7.0	30	7.0	M-F	
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,830	7.0	5,500	6.6	21	6.6	M-F		5,830	7.0	5,410	6.5	21	6.5	M-F	
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30	1,500	1.8	1,250	1.5	15	1.3	M-F		1,250	1.5	1,000	1.2	14	1.0	M-F	
			6.45						1.8	M-F							1.4	M-F	
NBC TODAY SHUTTLE LAUNCH SPEC(S)	1	7.00- 8.00AM	7.00	1,420	1.7	670	.8	5	.5	THU.									
			7.15				.6*	4*	.7	THU.									
			7.30						.9	THU.									
			7.45				1.0*	6*	1.0	THU.									
NBC TODAY SPECIAL-MON.(S)	2	7.00- 8.00AM	7.00									920	1.1	420	.5	4	.5	MON.	
			7.15																
			7.30																
			7.45																
NBC TODAY SPECIAL-TUE.(S)	2	7.00- 8.00AM	7.00									1,830	2.2	750					
			7.15																
			7.30																
			7.45																
NBC NBC NEWS SPEC. REPORT-1(SUS)	2	9.31- 9.36AM	9.30																
NBC NBC NEWS SPECIAL REPORT-1(SUS)	1	10.00-10.14AM	10.00							THU.									
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	4,080	4.9	3,330	4.0	26	4.0			4,170	5.0	3,330	4.0	25	4.0		
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,830	5.8	4,330	5.2	20	5.2			5,410	6.5	4,750	5.7	21	5.7		
ABC SCHOOLHOUSE ROCK-11.54AM		11.54-11.59AM	11.45	6,750	8.1	5,660	6.8	24	6.8			6,160	7.4	5,160	6.2	22	6.2		
ABC NCAA FOOTBALL GAME	2	3.44- 6.54PM	*GRID									23,490	28.2	9,660	11.6	26			
			6.45												15.0*	28*	13.8		
			7.00														5.3		
ABC NCAA FOOTBALL-PRE	1	3.30- 3.43PM	*GRID	4,830	5.8	4,750	5.7	16											
	2	3.30- 3.44PM	*GRID									3,830	4.6	3,830	4.6	12			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,080	2.5	2,000	2.4	16	2.4			1,920	2.3	1,580	1.9	12	1.9		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,670	3.2	2,250	2.7	14	2.7			2,080	2.5	1,750	2.1	11	2.1		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,920	3.5	2,250	2.7	12	2.7			2,670	3.2	2,170	2.6	11	2.6		
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	2,920	3.5	2,670	3.2	13	3.2			2,420	2.9	2,330	2.8	11	2.8		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,250	5.1	3,920	4.7	19	4.7			4,170	5.0	3,920	4.7	17	4.7		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,170	5.0	3,750	4.5	17	4.5			4,250	5.1	3,580	4.3	15	4.3		

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,580	4.3	3,170	3.8	14	3.8		3,420	4.1	3,080	3.7	14	3.7	
CBS NCAA FOOTBALL-CBS	1	12.30- 3.40PM	-GRID	18,490	22.2	8,660	10.4	32			20,830	25.0	9,750	11.7	34		
	2	12.30- 3.48PM	-GRID						11.7							12.3	
			3.30						1.0								
			3.45														
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,580	4.3	3,420	4.1	27	4.1		4,330	5.2	4,080	4.9	31	4.9	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,920	4.7	3,830	4.6	23	4.6		4,750	5.7	4,660	5.6	28	5.6	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	6,500	7.8	6,250	7.5	29	7.5		8,660	10.4	8,500	10.2	38	10.2	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	6,500	7.8	6,080	7.3	29	7.3		7,410	8.9	7,250	8.7	32	8.7	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	5,660	6.8	5,410	6.5	23	6.5		6,660	8.0	6,330	7.6	27	7.6	
NBC NBC SPORTS SPEC.(S)	2	2.00- 4.28PM	-GRID								7,830	9.4	2,670	3.2	9		
			4.15											5.2*	13*	5.2	
DAY SUNDAY																	
ABC BEST/KIDS-PEOPLE TOO I	1	9.30-10.06AM	-GRID	1,330	1.6	830	1.0	4			1,250	1.5	920	1.1	5		
	2	9.30-10.03AM	-GRID						1.1							1.6	
			10.00														
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	1,500	1.8	1,250	1.5	6	1.5		1,830	2.2	1,670	2.0	7	2.0	
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)	2	7.56- 7.59AM	7.45														
CBS IN TNE NEWS-7.56AM-SUN(SUS)	1	7.56- 7.59AM	7.45														
CBS CBS NFL FTBL GM1	2	1.00- 4.05PM	-GRID								28,570	34.3	14,990	18.0	42	8.4	
			4.00													3.0	
			4.15														
CBS NBA ON CBS(S)	1	3.30- 5.47PM	-GRID	12,990	15.6	6,160	7.4	19	7.8								
			5.45														
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 4.04PM	-GRID								22,820	27.4	11,330	13.6	31	14.1	
			3.45											15.1*	32*	6.8	
			4.00													3.8	
			4.15														